

20 JAN 1985

For Six Month Period Ending _____
(Insert date)

Name of Registrant

Donald N. Martin & Co. Inc.

Registration No.

1381

Business Address of Registrant

630 Fifth Avenue
New York, New York 10111
I—REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input type="checkbox"/>

INTERNAL SECURITY
SECTION UNIT
REGISTRATION UNIT
MAY 2 3 20 PM '85
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OF JUSTICE
CRIMINAL DIVISION

2. Explain fully all changes, if any, indicated in item 1.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name

Position

Date Connection
Ended

4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
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7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
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II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐

No ☐

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

European Travel Commission

Cyprus Tourism Organization

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

See attached item 11.

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?

Yes ☐No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See attached item 14 (a)

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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See attached item 15 (a)

Tot

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☐ No ☒

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☐ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☐ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☐ Pamphlets or other publications ☐ Lectures or speeches

☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☐ Educational institutions
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in this political propaganda:

- ☐ English ☐ Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☐ No ☐

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☐ No ☐

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

- Exhibit A⁶ Yes ☐ No ☐
Exhibit B⁷ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

26. EXHIBIT C

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration state. . . and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Donald N. Martin

Donald N. Martin

Subscribed and sworn to before me at

New York, New York

this *25th* day of *April*, 19 *85*

MARCIA C. MATKINS
Notary Public, State of New York
No. 41-4658456
Qualified in Queens County
Commission Expires March 30, 19*87*

Marcia C. Matkins

(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

III - ACTIVITIES

11.

For the European Travel Commission

Organized a luncheon meeting on November 6 for members of the press and travel industry attending the ASTA Congress in Las Vegas, Nevada.

Organized a Trans-Atlantic Travel Marketing Conference at The Sheraton Centre, New York City, on October 15, attended by industry executives.

Organized a trade show "European Travel Exchange" at The Sheraton Centre on October 15 and 16, with participating exhibitors from Europe and the U.S. and attended by industry executives.

Coordinated research study in cooperation with Successful Meetings magazine and the national tourist offices of Austria, Britain, Finland, France, Ireland, the Netherlands and Yugoslavia on "Europe and the Incentive Travel Market" and presented findings at Trans-Atlantic Travel Marketing Conference in October.

Advertised in trade publications.

For the Cyprus Tourism Organization

Placed advertising in consumer publications.

14. (a) Receipts - Monies

Date	From Whom	Purpose	Amount
<u>For the European Travel Commission</u>			
10/22	European Travel Commission	Office space, secretarial servicing, etc.	11,250.00
various	" " "	Public Relations	36,422.07
various	" " "	Industry Relations	13,994.86
various	" " "	Trade advertising - space	28,519.40
various	" " "	Trade advertising - production	527.03
9/17	" " "	Coupon fulfillment - trade	449.02
various	" " "	European Travel Exchange	30,000.00
11/16	" " "	Trans-Atlantic Travel Marketing Conference	29,204.48
			<hr/>
Total			150,366.86
 <u>For the Cyprus Tourism Organization</u>			
various	Cyprus Tourism Organization	Consumer Advertising - space	15,271.08
various	" " "	Consumer Advtg. - production	963.10
			<hr/>
Total			16,234.18

15. (a) Disbursements - Monies

Date	To Whom	Purpose	Amount
<u>For the European Travel Commission</u>			
9/14	Brentwood Publications, CA	Advertising - space	1,853.00
various	Ziff-Davis Publishing Co.	" "	5,754.60
9/14	Corporate & Incentive Travel	" "	1,909.25
10/18	Harcourt, Brace Jovanovich	" "	1,997.50
various	Gralla Publications	" "	3,719.34
various	Bill Communications	" "	5,139.25
10/18	Fairchild Publications	" "	1,441.29
various	Travel Trade	" "	3,549.95
12/13	Communications International	" "	1,020.00
10/18	Visual Impact, NY	European Travel Exchange - sign	425.00
8/23	Audio Visual Industries	Industry Relations	397.95
9/14	Advertising Direct Mail Assoc.	Coupon fulfillment - trade	316.32
various	" " " "	European Travel Exchange	3,396.76
11/28	" " " "	Industry Relations	227.17
various	Ken McMullen Visions	European Travel Exchange	393.99
10/10	" " "	Trans-Atlantic Travel Marketing Conference	288.89
1/15	" " "	Industry Relations	281.45
12/13	" " "	Trade Advertising - production	281.05
various	Century Letter, NY	Industry Relations	1,926.41
11/12	" "	Trans-Atlantic Travel Marketing Conference	417.21
various	Charles Mark Reproductions	Trans-Atlantic Travel Marketing Conference	2,371.77

- continued -

various	Charles Mark Reproductions	European Travel Exchange	6,843.80
various	" " "	Public Relations	1,647.58
various	" " "	Research study - printing	535.84
various	" " "	Industry Relations	2,423.73
11/12	Davis Color Slides	Industry Relations	246.81
various	Gala Yachts, NY	Industry Relations	2,260.00
various	Victoria Hentrich, Inc., Texas	ASTA Lunch, Las Vegas	7,000.00
10/17	Ray Brady	Speaker - Trans-Atlantic Travel Marketing Conference	2,000.00
various	AAA American Flag	Trans-Atlantic Travel Marketing Conference	939.30
various	Industry Exhibitors Service, CA	European Travel Exchange	8,970.00
11/12	Exposition Service & Rentals	European Travel Exchange	2,382.04
11/12	Al Miller Studios	Trans-Atlantic Travel Marketing Conference - signs	294.44
various	Total Audio Visual Services	Trans-Atlantic Travel Marketing Conference	1,794.25
various	Arthur Falkowitz, photographer	Trans-Atlantic Travel Marketing Conference and European Travel Exchange	1,551.34
11/16	Sasha Semenoff Music, Nevada	ASTA Lunch, Las Vegas	550.00
11/18	Crestline, NY	Trans-Atlantic Travel Marketing Conference	490.20
1/15	Marie Ablove	Public Relations	850.00
various	MSI Accurate Boffer Mail, NY	European Travel Exchange	950.66
11/12	Owl Security, NY	European Travel Exchange	446.47
various	Sheraton Centre	Trans-Atlantic Travel Marketing Conference	18,328.93
various	" "	European Travel Exchange	52,272.94
various	Ray Johnson, temporary typist	Trans-Atlantic Travel Marketing Conference	3,342.00
various	Maria Cuevas, free-lance typist	European Travel Exchange	3,059.88

Total	156,288.36
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For the Cyprus Tourism Organization

10/19	Craftsman Color	reprints of ad	125.00
various	New York Times	Advertising - space	5,671.20

		Total:	5,796.20

EUROPE

European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

From: Donald N. Martin & Company, Inc.
630 Fifth Avenue
New York, N.Y. 10111
Phone 212/307-1200

For immediate release

INTERNAL SECURITY
SECTION
REGISTRATION UNIT
MAY 2 3 20 PM '85
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OF JUSTICE
CRIMINAL DIVISION

HUNDREDS OF SPECIAL EVENTS SCHEDULED FOR EUROPEAN MUSIC YEAR 1985

When some 500 million TV viewers sit down on 1 January 1985 to watch the Vienna Philharmonic Orchestra present their traditional New Year's Day concert they will also be witnessing the start of the biggest ever musical celebration - the 1985 European Music Year.

During twenty-four months of intense preparations by a European Organising Committee, led by former Federal German president Walter SCHEEL, and National Committees in twenty-three West European countries and Yugoslavia, several hundred projects have been discussed and developed. This programme will mirror the main aims of the Music Year: more music of all types and periods, easier public access and active participation in musical life, better opportunities for music professionals, improved music education and safeguards for the musical heritage.

The European Communities and the Council of Europe, which are staging the Music Year as their first joint cultural venture, are expected to inject some six hundred thousand dollars as financial support to a number of multinational projects. However, the final turnover of the Year could well top the 60 million

dollar mark, contributions in cash and kind coming from national and regional authorities, international organisations, music and tourist industries, business sponsors, broadcasters and private foundations.

Organisers have shown great imagination in thinking up events of all possible sizes ranging from scholarships for specialized studies in the art of computer music to spectacular events involving thousands of musicians and singers giving public performances. Thus the Year will span Gregorian songs and baroque music as well as folk music, ragtime and rock. Between 4000 and 8000 young performers will appear in big musical jamborees at places like Munich's Olympiahalle, Strasbourg's Rhénus auditorium and the square in front of Notre Dame de Paris. The European Community Youth Orchestra will make several international tours and a "musical train" will cross some ten European countries with an orchestra specially set up and trained by the European Music Schools' Union. Plans are under way for an opera gala evening on Eurovision with contributions from half a dozen major European opera houses in an effort to popularize the art of opera with the public at large and a well-known pop star is expected to go on a European tour performing in places normally dedicated to classical music.

The Year will also deal with subjects such as music's influence on neighbouring arts, like painting and literature, and its role in medicine, for which Norway is staging a seminar on music therapy. Closely related to this is a Danish idea to investigate how music and noise imposed upon us may affect our sensitivity and well-being.

Breaking down taste barriers and bridging generation gaps is one of the aims of the Music Year. Another will be to show up the richness of the many music cultures in Europe. Greece will host a festival illustrating the relationship between oriental and western European music. Ireland plans a Europe-wide tour with an international group of folk singers and dancers and Switzerland and Belgium will stage events based upon a variety of ethnic minority music cultures.

Perhaps one of the most striking features of the Year will be the number of events devoted to the three baroque masters, Bach, Handel and Scarlatti,

more---

whose tricentenaries all happen to fall in 1985. The United Kingdom intends setting up a permanent, international Baroque training orchestra, while the Dutch 18th Century Orchestra under Franz Brüggen will visit a number of European countries. In addition European broadcasters have prepared an extensive list of radio and television programmes presenting music by the three famous composers.

As for the musical profession's problems, great attention will be paid to education and training. Sweden will hold a conference on the future of symphony orchestras and Liechtenstein will host a course on techniques of teaching contemporary music in music schools. The Music Year will also be looking into the multimillion dollar racket of piracy production of records and cassettes depriving music professionals of vast sums of copyright returns.

These are just a few examples of the long string of events, which will fill the Music Year with music and dance, concerts, opera, publications, records, festivals, exhibitions, competitions as well as conferences on musical themes.

The idea of making a Music Year has sparked off great enthusiasm all over Europe and proposals for contributions are coming from overseas as well.

Perhaps this vivid response is a positive reaction to the growing feeling that most of what we are being fed today is bad news. By contrast, "music" and "youth" is good news, both words still holding a positive charge.

However, in the final analysis the Music Year will stand or fall by what the public chooses to make of it. The acid test could well come on 21 June 1985 which, following a recent French tradition, will be celebrated as a day of music in towns, villages, and cities throughout Europe. Streets, squares, parks and public buildings will be opened to the public, inviting professionals and amateurs to make and to listen to music.

Shakespeare suggested that music is the food of love. The organisers of the Music Year hope to provide a feast for those who already love music and those who could learn to do so during the course of 1985. That way no-one should go hungry.

Prepared by
Thomas Alexanderson
Executive Secretary to the
European Organizing Committee

EUROPE



From: Donald N. Martin & Company, Inc.
630 Fifth Avenue, Suite 610
New York, NY 10111

For immediate release

Note to Editors: We would appreciate your crediting the European Travel Commission when you use this list of events in full or in part. Thank you.



European Music Year 1985

A ROUNDUP OF EVENTS

INTERNAL SECURITY
SECTION
REGISTRATION UNIT
MAY 2 3 20 PM '85
RECEIVED
U.S. DEPARTMENT
OF JUSTICE
CRIMINAL DIVISION

The hills of Europe are alive with "the sound of music" this year, and so are the cities, towns, mountain tops, lakelands and seashores. Music is everywhere -- it is "European Music Year." Classical, jazz, baroque, ballads, folk, pop, ragtime, rock, liturgical and computer music are all on the program. The venues are as varied as Europe itself -- concert halls, auditoriums, cathedrals, churches, street fairs, parks, squares, and some very unusual settings as well.

More than 1000 events, described as the biggest musical celebration ever, are planned both jointly and individually by the European nations. The idea of a "musical year" was first conceived in 1980 by the European Parliament. The concept was developed by the European Communities and the Council of Europe, with an organizing committee headed by Walter Scheel, former Federal German President.

The events range from open air musical jamborees, gala operas on Eurovision, touring troupes of folk entertainers, and a "musical train" which will cross ten countries with an orchestra specially trained and set up by the European Music School Union, to a total "Music Day" all across Europe on June 21st. Many countries also plan tributes and events devoted to three baroque masters, Bach, Handel and Scarlatti, whose tricentenaries all fall in 1985.

Some of the musical highlights from now until the end of the year are listed on the following pages.

EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA
MONACO • NETHERLANDS • NORWAY • PORTUGAL • SPAIN • SWEDEN • SWITZERLAND • TURKEY • YUGOSLAVIA

Europe's Year of Music '85

March

during

Bach 300th Anniversary Festival, with concerts by the London Bach Society and the Steinitz Bach Players. Various venues in London. (Great Britain).

through
March 18

18th Festival Opera of Las Palmas. Includes works by Rossini, Verdi, Puccini, and Saint Saens. (Spain).

through
March 27

Monte Carlo Opera Season. Major opera performances with guest artists from around the world. Series includes works by Strauss, Verdi etc. (Monaco).

through
April 4

Festival of Ancient Instruments. Series of concerts with Gustav Leonhardt, La Grande Ecurie et la Chambre du Roy, the Royal Chapel and many more, plus an exhibition of ancient instruments at the Grand Palais, Paris. (France).

through
April 24

Bach and Handel Weeks in Hamburg. Concerts, operas, ceremonies and various exhibitions. (Germany).

through
May

Brussels Opera Season. A full program of opera, ballet and concerts. Special "champagne trains" run from Paris for these events. (Belgium).

11-18

Haydn Festival. A unique musical gathering at venues associated with Joseph Haydn including St. Stephen's Cathedral and the Haydn Museum, Vienna. (Austria)

13-14

Handel Jubilee Concert. Performed by the Oslo Philharmonic Orchestra at the Concert Hall of Oslo. (Norway).

13-16

International Festival of Maltese Song. Features top singers from Malta and twelve other countries in the interpretation of the best of Maltese compositions in the pop song field. (Malta).

19th to
Dec. 28th

Groningen Bach Festival. A province-wide schedule of Bach events featuring organ, piano, orchestral, choir and sacred music concerts, in fourteen churches, one synagogue, and two concert halls. (Netherlands).

21-22

Bach Jubilee Concert. Performed by the Oslo Philharmonic Orchestra at the Concert Hall of Oslo. (Norway).

22-31

Mediterranean Folk Festival. Folk groups from Mediterranean countries join Maltese folk dancers and singers in a great display of traditional music. (Malta)

26-29

Belards Concert. Trio performance of works by Bach, at the Famagusta Gate of Nicosia. (Cyprus).

30th to
April 4

Easter Festival. Connoisseurs from all over the world meet for this musical event, conducted by Herbert V. Karajan, at Salzburg. (Austria).

31st to
April 28

Symphony Concerts. Given by the Monaco National Orchestra and guest soloists at the Monte Carlo Convention Center and Auditorium. (Monaco).

April

through
May

Lyon Traditional Music Fest. Sardinian, Catalan, Scottish and German folk groups meet for lively exchanges and improvisations. (France).

(over)

April

- spring to fall The Festivals of Flanders and Wallonia. Renowned orchestras, soloists, ballet and theater performances are scheduled in various cities. (Belgium).
- 4 Les Soirees de Luxembourg. One of three evenings of music scheduled at the Municipal Theater. (Luxembourg).
- 5-21 Printemps des Arts. Under the patronage of H.S.H. Princess Caroline, this event is staged at the opera house and auditorium of the Monte Carlo Convention Center and features the Monte Carlo Philharmonic Orchestra. (Monaco).
- 7 to Aug. 11 Bach Events. Seventeen international organizations will give seventeen concerts performing all of Bach's two hundred compositions, at Nieuwe Kerk, Amsterdam. (Netherlands).
- 13 Cork 800 Concerts. A day of concerts by over two hundred Irish musicians featuring Mozart, Bach, Handel and Vivaldi. Part of Cork's 800th anniversary. (Ireland).
- 19-23 Handel Festival. The Academy of Begijnhof will present programs reflecting Handel in Italy, Germany and England. Amsterdam. (Netherlands).
- 20 Concert by the "Orchestre des Jeunes de la Communaute Europeenne" Youth Orchestra of the European Communities. (Luxembourg).
- 20-27 Handel Festival. A festive gathering centered at St. George's Hanover Square, London. (Great Britain).
- 26 to May 31 Exhibition on three hundred years of musical instruments in Switzerland at Burgdorf. (Switzerland).

May

- 1 Performance of Handel's "Messiah" by the Gothenburg Symphony Orchestra at the Gothenburg Scandinavium. (Sweden).
- 1-8 Selcuk Ephesus Festival of Culture and Art. Folk dances, concerts and exhibits, many of which are held in the Great Theater at Ephesus. (Turkey).
- during Dublin Grand Opera Society. Spring season with opera companies and soloists from all over Europe. (Ireland).
- through early July 48th Florence May Music Festival. The oldest and most prestigious Italian festival of the performing arts (operas, concerts, ballet, drama). (Italy).
- through June Algarve Music Festival. Programs to include works of Bach, Scarlatti, Handel, and other great composers. (Portugal).
- through October Sound and Light Performances. The setting is the Blue Mosque in Istanbul. (Turkey).
- 6 to June 13 Queen Elizabeth of Belgium Music Competition. Violinists of many nationalities will compete in this world-renowned "musical olympics." The twelve finalists perform at the Palais des Beaux Arts Concert Hall, Brussels. (Belgium).
- 8-12 Cork International Choral and Folk Dance Festival. Competition for choirs and ethnic dance groups; seminars on contemporary choral music. (Ireland).

May

- 10-19 Bach and Handel Festival at Wuerzburg. Concerts, lectures and events in churches, theaters etc. (Germany).
- 11 to June 16 Vienna Festival. Opera, concerts, operettas, art exhibitions and special events including an international music gathering. (Austria).
- 11-19 Pan Celtic Festival. A gathering at Killarney of traditional celtic musicians and dancers from Brittany, Scotland, Wales, Cornwall, Isle of Man. (Ireland).
- mid-May to mid-Sept. Drottningholm Court Theater Performances. In Stockholm, this is Europe's oldest rococo theater still in use, featuring mainly 18th century operas. (Sweden).
- 17 to June 28 Printemps Musical. A spring music festival at the Municipal Theater in Luxembourg. Performers include Klaus Oestreicher and Brandis Quartet. (Luxembourg).
- 20 to Aug. 14 Glyndebourne Festival Opera Season. An international opera event in the country house surroundings of Glyndebourne, East Sussex. (Great Britain).
- 22 to June 5 Bergen International Festival. Lots of music, theater and dancing by world famous artists. Attended by a member of the royal family. (Norway).
- 24-26 European Youth Music Festival. Featuring a musical jamboree at Munich's Olympiahalle. (Germany).
- 25-29 European master classes at Insborn. Performances by the Philip Jones Brass Quintet, organized by the "Friends of the Brass Band of the Esch-sur-Alzette" Music Conservatory. (Luxembourg).
- 31 to June 11 Heidelberg Bach Festival. A full program of concerts, exhibitions and symposia. (Germany).

June

- 1-9 Choir Festival. Based at Reykjavik, combined choirs will study and perform parts of Bach's "St. Matthew - Passion." (Iceland).
- through Sept. Athens Festival. A major artistic event, held at the open-air 5000-seat amphitheater, built in 161 A.D., at the foot of the Acropolis. Guest performers include the N.Y. Philharmonic, Covent Garden, Zurich Orchestra. (Greece).
- 7-15 Festival of Music in Great Irish Houses. A series of classical and chamber music recitals in elegant stately homes in or near Dublin. (Ireland).
- 7 to July 7 Echternach International Festival. Concerts with works by young European composers, performed by young European musicians and conductors. (Luxembourg).
- 13-26 Naantali Music Festival. International performers will include the London Bach Orchestra, the Vienna Chamber Orchestra, Irwin Gage and Barry Tuckwell. (Finland).
- 15-22 Joensuu Song Festival. The 150th anniversary of Kelevala, Finland's National Epics, including a survey of Finnish culture. (Finland).
- 24 Madeira Bach Festival. Twenty-five concerts featuring international artists, performed in the old Se Cathedral at Funchal, Madeira. (Portugal).

June

- 16 to July 10 International Festival of Music and Dance. The setting is Granada's Moorish Palace of Alhambra. (Spain).
- mid-June to late-Aug. Lycabettus Theater. Artistic performances given in the open-air theater on Lycabettus Hill in Athens. Contemporary theater, concerts, ballet. (Greece).
- mid-June to Sept. Light Nights. A theatrical extravaganza on Reykjavik's mini-lake, with dramatizations from the Icelandic sagas, songs, poems and historical vignettes. (Iceland).
- mid-June to mid-Sept. Musical Exhibition. Displaying 300 years of musical instruments in Switzerland at the Swiss National Museum of Zurich. (Switzerland).
- 20 High Mass by J.S. Bach. Performed by the Brabant Chamber Choir, Brabant Baroque Ensemble and prominent soloists at St. Jan's Cathedral in s-Hertogenbosch, a city celebrating its 800th anniversary this year. (Netherlands).
- 20-22 Curium Ancient Theater Performances. Drama and concerts at this open-air theater, built in 3300 B.C., seating 2400, with perfect acoustics. (Cyprus).
- 20 to July 15 Istanbul International Festival. An array of classical music, opera, ballet, dance, art exhibitions, puppet shows, folk and jazz music. (Turkey).
- 21 EUROPEAN MUSIC DAY -- Every town and hamlet throughout Europe will have its own musical celebration, from street happenings, and rolling out the barrel organs to parades with marching bands and outdoor concerts. (ALL OF EUROPE).
- 27-30 Skagen Song Festival. More than 10,000 people gather annually to hear ballads and folk music performed by international artists. (Denmark).
- 28 to July 7 Limassol International Art Festival. Takes place in the municipal gardens of Limassol with folk dances, classical and modern ballet, pop music etc. (Cyprus).
- 30, during July, Aug. & Sept 1 Egeskov Summer Sunday Matinees. Performed at Egeskov Castle, Riddersal; a full program of chamber music; the three latter Sundays in July and all four Sundays in August. (Denmark).
- late June to end of Aug. Carinthian Summer Festival. The venue is an Abbey Church in Ossiach and nearby Villach; chamber music, lieder recitals and ecclesiastical music. (Austria).
- late June to mid-July 28th Festival of Two Worlds. Legendary performing arts festival organized by Giancarlo Menotti in the enchanting city of Spoleto in the Umbrian region. (Italy).

July

- 1-7 The Halsingehambon. The world's longest dance competition with thousands of participants dressed in colorful folk costumes; in Halsingeland. (Sweden).
- 1 to Aug. 16 Copenhagen Summer Festival. A summer's worth of music and open-air theater for all tastes at various venues including Charlottenborg Festsal and Christiansborg Slotskirke. Music of Mozart, Beethoven, Schubert, Brahms etc. (Denmark).
- during Mystic Pageant Opera. Featuring "Petrus de Dacia" by F. Mehler, staged at the ruins of St. Nicholas Church, Visby, on the island of Gotland. (Sweden).
- during Soirees in late 19th century environments. Song, music and prose performed at the Hallwyl Palace in Stockholm. (Sweden).

July

during

Music Festival of Sintra. Settings for this series of "romantic" concerts include the Royal Palaces of Pena, Sintra and Queluz. (Portugal).

through
August

44th Opera Season at the Baths of Caracalla. Opera performed on the world's largest stage in the outdoor baths of Caracalla in Rome. (Italy).

through Aug.
until Sept. 9

Bornholm Music Festival. Chamber music in the very beautiful small churches around Bornholm. (Denmark).

through
August

Munich Opera Festival. Held in the Bavarian State Opera House (National-theat court of Residence Palace and the famous rococo Cuvillies Theater. (Germany).

through
August

Comhaltas Ceoltoiri Eireann (The Irish Cultural Movement). A tour throughout Europe of traditional music, song and dance involving performers from many European countries including and organized by the Irish. (Ireland and Europe).

through
August

National Philharmonic Orchestra of Monaco. Under the patronage of H.S.H. Prince Rainier, these performances are given in the Courtyard of the Palace. (Monaco)

through
August

Summer Evenings. A series of concerts performed at Stockholm's National Museum. (Sweden).

through
August

Estoril Concerts. Sixty performances will be given in museums, churches and the casino of Estoril. Tributes to Bach and Scarlatti who lived for some years in Portugal. (Portugal).

7

International Congress of "Pueri Cantores." From 6000 to 8000 young singers from all over Europe will give concerts, mainly of liturgical music in venues like the Palais des Sports, churches including Notre Dame de Paris. (France).

3-25

Bach Festival. Celebrations and concerts in Salzburg honoring J.S. Bach, the great organ composer. (Austria).

4 until
Sept. 1

63rd Arena of Verona Outdoor Opera Season. The Roman amphitheater of Verona, seating 20,000 will be the setting for classics like "Aida." (Italy).

5-14

Copenhagen Jazz Festival. Indoor and outdoor concerts, jam sessions and street parades, day and night, with names like Teddie Wilson, Herbie Hancock. (Denmark)

6-7

Pori Jazz Festival. The highlights are the big open-air concerts on the island of Kirjurinluoto and the jam sessions. (Finland).

6-27

Savonlinna Opera Festival. Program includes Aulis Sallinen's "The King Goes Forth to France," Mozart's "Magic Flute," and Verdi's "Don Carlos." (Finland).

9-14

International Musical Eisteddfod. The picturesque town of Llangollen plays host to a cosmopolitan collection of 200 choirs and dance groups. (Wales).

10 to
Aug. 25

Dubrovnik Summer Festival. This is a unique cultural event, blending drama, music and folklore. (Yugoslavia).

12-22

Handel Tercentenary Festival. Various venues in London. (Great Britain).

13 to
Aug. 18

Concert Series in Skalholt Cathedral. Performances of baroque music on original instruments by musicians from the five Scandinavian countries. (Iceland).

July

14-19

Kuhmo Chamber Music Festival. The central themes this year are Bach in Kothen, Arnold Schonberg's chamber music and the piano quartet from Mozart to Milhaud. (Finland).

mid-July

Bellman Week. A festival in Stockholm celebrating the poet and composer who was the genius of Swedish rococo. (Sweden).

mid-July to
mid-Aug.

21st Opera/Ballet Season at the Outdoor Arena Sferisterio. Macerata's enormous amphitheater, built in 1829, was originally intended for playing a ball game called "pallone a bracciale" and is now the site of this important festival. (Italy).

mid-July to
mid-Aug.

9th Musical Summer at the Rocca Brancaleone. Opera and ballet are presented in the remains of a fortress in Ravenna, built in 1457 by the Venetians. (Italy).

mid-July
to mid-Aug.

24th International Festival - Stresa Musical Weeks. The lake resort of Stresa plays host to this classical musical festival. (Italy).

mid-July to
mid-Sept.

Commemoration '85. Bach is honored by the Festival Estival, with liturgical cantatas, harpsichord competitions, at Paris. (France).

15-21

Kaustinen Folk Music Festival. The theme of the festival this year is Kalevala, Finland's National Epics. Music, dance and theater daily. (Finland).

17-28

Europa Cantat. 4000 amateur choristers will meet for workshops and concerts featuring Bach, Handel, Scarlatti and Schutz, at Strasbourg. (France).

21 to
Aug. 12

Maltafest. The Maltese International Arts Festival is a celebration of the arts in historic surroundings including dance spectacles at the megalithic temple of Hagar Qim and music sessions in Medina, Valletta and Sliema. (Malta).

22-27

The 25th International Jazz Festival at Molde. Thousands of jazz enthusiasts gather for this musical delight. (Norway).

23 to
Aug. 24

Bregenz Festival. On the shoreline of Lake Constance, there is a "floating stage" on the lake; also featured is a 5-part Baroque Extravaganza. (Austria).

25 to
Aug. 28

Richard Wagner Festival. This well-known music festival at Bayreuth dates back to 1876. The Festspielhaus here was built by Wagner. (Germany).

26 to
Sept. 1

Salzburg Festival. Honoring Mozart since 1920, this will be the 65th season. There will be more than 140 performances of music of all kinds. (Austria).

27 to
Aug. 8

Summer Music Days Hitzacker. A chamber music festival featuring Bach, Handel, Berg and Schutz; youth from 13 countries will participate. (Germany).

28

Alpine Zither Serenade. Folk dances of the Alps with performers from Bavaria, Austria and Switzerland, at Garmisch-Partenkirchen. (Germany).

August

1-4

Femø Jazz Festival. Danish and international jazz orchestras will gather at Femø, Lolland. (Denmark).

1-9

Lahti International Organ Festival. Songs, concerts, choir music and orchestral works, as well as organ concerts featuring Bach, Handel, Scarlatti etc. (Finland).

during

International Festival of Music and Dance at Santander. This program is divided into symphonic-choral music, chamber, ballet, and a touch of flamenco. (Spain).

August

2-11

Bach Week Ansbach. This Franconian town will host a festival with concerts each day in palaces and churches. (Germany).

3-10

Royal National Eisteddfod of Wales. Often called a meeting of bards, this event at Rhyl has pagentry, color and mystic overtones, with an 800 year old tradition. This year's program features the National Youth Choir of Wales. (Wales).

11-31

Edinburgh International Festival. The world's premier festival of the arts drawing 100,000 visitors a year for opera, ballet, chamber music etc. (Scotland)

mid-Aug. to
mid-Sept.

Rossini Opera Festival. The world's top bel canto specialists perform Rossini's operas and choral works at Pesaro, on the Italian Adriatic Riviera. (Italy).

18-23

Three Choirs Festival. Europe's oldest music festival, celebrated in various venues at Hereford and Worcester. (Great Britain).

22 to
Sept. 8

Helsinki Festival. The '85 theme is Bach, Handel and Schutz. Visiting performers include Orchestre de Paris, Musica Antiqua Koln and the Cleveland Quartet. (Finland)

26 to
Sept. 1

International Folklore Rally. Set at Freiburg, the theme is ethnic minorities in Europe and their music. (Switzerland).

30 to
Sept. 8

Annual Festival of Old Music in Utrecht. This year completely devoted to the works of Heinrich Schutz; 200 events in historic homes and canal houses. (Netherlands).

September

1-9

Bodrum Culture and Art Week. Turkish classical music concerts in Bodrum Castle also featuring art exhibits and water sports shows. (Turkey).

during

International Festival of Music and Dance at Barcelona. A program of guest orchestras, ensembles and soloists; master classes. (Spain).

during

Nicosia Festival. This is the tenth anniversary of this festival which takes place at the Famagusta Gate. Concerts of popular and classical music. (Cyprus).

through
Nov.

Music and Life. An exhibit constituting an iconographic portrayal of music making, past and present, in Brussels. (Belgium)

through
Dec.

Domenico Scarlatti and His Era. An exhibition at the National Library, the Prado Museum and the Palacio Real in Madrid. (Spain).

13-29

Fourth Hague Bach Festival. This will mark the world premier of the Bach-ballet to be performed by the Netherlands Dance Theatre. (Netherlands).

14-22

International Music Festival of Stuttgart. Will incorporate the international musicological congress of the Society for Music Research with the theme of "Old Music as a Contemporary Aesthetic." (Germany)

mid-Sept.
to Dec.

Exhibition of 300 years of musical instruments in Switzerland at the Musee Gruerien at Bulle. (Switzerland).

to
Oct. 1

International Congress on Modal Music. So called because of the particular arrangements of notes and chords which characterize it; in Istanbul. (Turkey)

21 to
Oct. 6

Waterford International Festival of Light Opera. An annual competition for amateur operatic societies. (Ireland)

September

-8-

29 to
Oct. 5

International Congress on "The Influence of Spain on European Musical Culture" at Madrid. (Spain).

October

1-7

Norwegian Music Week. Musicians, professionals as well as non-professionals, will focus on national music, no matter what the genre. (Norway)..

during

Scarlatti Marathon. A collection of five hundred Scarlatti sonatas will be performed in Amsterdam. (Netherlands).

during

The Thessaloniki Demetria Festival. Series of music events, patterned as a revival of the tradition of Byzantine festivities in the capital of Macedonia, Thessaloniki Theater, music, ballet, opera. (Greece).

through
Nov.

Europalia Festival. Organized every other year, in Brussels, focusing on a different country -- this year it is the artistic disciplines of Spain; it will include the largest Goya retrospective outside of Spain. (Belgium).

4-13

World Music Days. The International Society of Contemporary Music will hold concerts and conferences at Amsterdam, The Hague, Haarlem, Rotterdam and Utrecht. (Netherlands).

7-19

BEMUS. The Belgrade Music Festival --serious music including ballet, opera, concerts, with famous foreign artists performing. (Yugoslavia).

11-20

Norfolk and Norwich Triennial Festival of Music and the Arts. (Great Britain).

15 to
Dec. 10

Baroque Project of the Festival of Lille. Featuring lyric works of Handel and the Orchestre National de Lille and the Academy of Ancient Music. (France.)

17-20

European Festival for Symphonic Orchestras and Contemporary Music. The most recent musical compositions for symphonic bands. (Luxembourg).

21-17

Piano Festival. A program featuring Swedish, Nordic and European pianists, as well as history and techniques of the piano, at Stockholm. (Sweden).

23 to
Nov. 3

Wexford Opera Festival. This is an annual festival of opera with top class performers; this year featuring an opera by Handel. (Ireland).

24-26

European Music Contest for Young Musicians. Will include performances of the whole of Bach's organ work, set in Vienna. (Austria).

November

4-6

Music and Health Conference. Concerning personal, social and cultural aspects of music as relating to psychiatry and special education. (Norway).

6-23

Belfast Festival of the Arts. Venue in and around Queens University. (No.Ireland).

21-24

European Jazz and Improvisational Music Salon. A Paris event with 100 stands and non-stop concerts. (France).

23rd to
Dec. 1.

Bach Days in Wuerzburg. Concerts in churches and cathedrals. (Germany)

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European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

From: Donald N. Martin and Company, Inc.
630 Fifth Avenue, Suite 610
New York, NY 10111
Phone: 212/307-1200

Contact: Robin Amster

For immediate release

INDUSTRY EXECS JOIN FORCES FOR ETC MARKETING CONFERENCE, TRAVEL EXCHANGE

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MAY 2 3 20 PM '85
INTERNAL SECURITY
SECTION
REGISTRATION

Every segment of the travel and tourism industry will be represented at the European Travel Commission's industry "double header"---the Trans-Atlantic Travel Marketing Conference, Monday, October 15, and the European Travel Exchange, that afternoon and all day Tuesday, October 16.

More than 1,200 leading American and European industry executives have pre-registered for one or both events, which will be held back-to-back at the Sheraton Centre, New York City.

At the Trans-Atlantic Travel Marketing Conference, representatives of airlines, hotel groups, tour operators, car rental agencies, railroads and national tourist boards will be considering ways of "Maintaining the Momentum" in American travel to Europe after three successive record-breaking years. From 1982 through this year, when an all-time high 5.5 million Americans will have visited Europe, traffic will have increased by 40%, ETC estimates.

Speakers for the Trans-Atlantic Travel Marketing Conference, from 9.a.m. through a working luncheon, will include Ray Brady, CBS-TV's award-winning economics correspondent; the ETC's newly elected chairman, Leonard Lickorish,

director general, British Tourist Authority, London, and Lynn Povich, senior editor, Newsweek.

Other speaker/panelists include: Alain de Tessieres, chairman, Eurailpass; Martin Gray, senior vice president, sales and marketing, Trusthouse Forte; Joseph Hallissey, chairman-elect, American Society of Travel Agents; Jeffrey Joseph, general manager, Globus-Gateway; Peter Rose, general manager N.A., Steigenberger Hotels; Allen Stolz, marketing manager USA, Air France; Andre Van Stom, executive vice president, Wells, Rich & Green Advertising; Peter Vogelsang, president, Dailey Thorp Travel, and Jesse Liebman, vice president, scheduling and pricing, Trans World Airlines.

The results of a new nationwide research study on the U.S. market for incentive travel, which currently earns an estimated half billion dollars for Europe, will be presented by Ed Berrol, ETC research consultant, a vice president of Ogilvy & Mather Partners.

Other speakers include Dr. Timothy J. O'Driscoll, ETC executive director, who is here from Dublin, and Don Martin, president, Donald N. Martin & Company, ETC's marketing consultants.

The program will be opened by Hermann Krueger, of Germany, U.S. chairman. Donal McSullivan, of Ireland, chairman of the special ETC committee for the two events, will preside at the Marketing Conference luncheon.

Further development of the promising incentives/meetings/special interest travel market to Europe will be addressed at the European Travel Exchange, a unique trade show where meeting planners, incentive users and packagers of special interest programs can explore Europe's "motivational magic" in one place and under one roof. More than 200 exhibitors representing Europe's leading services and facilities will be on hand to provide up-to-the-minute sales and planning information.

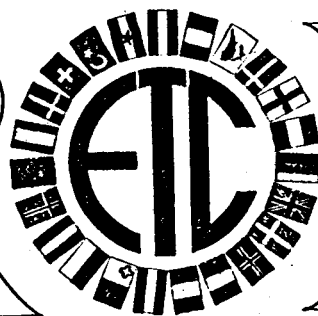
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At an incentive travel breakfast session, Tuesday morning, October 16, panelists will be Bill Forhan, president, American Express Group and Incentive Services, Southfield, MI; Ernest J. Tsouros, vice president, marketing, Chubb Life America, Concord, NH; Budd Getschal, president, The Getschal Company, Greenwich, CT, and Richard E. Fordyce, executive vice president, Carlson Travel Company, Minneapolis, MN.

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10/13/84

EUROPE



European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

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630 Fifth Avenue - Suite 610
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Phone — (212) 307-1200

Contact: Robin Amster

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ETC 'DOUBLE HEADER' ATTRACTS RECORD PRE-REGISTRATION
FOR MARKETING CONFERENCE AND TRAVEL EXCHANGE

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The European Travel Commission announced today that its industry "double header"—the Trans-Atlantic Travel Marketing Conference scheduled for Monday morning, October 15, and European Travel Exchange that afternoon and all day Tuesday, October 16—is drawing "unprecedented interest".

More than 1,200 top travel and tourism executives from both sides of the Atlantic have pre-registered for one or both of the functions which will take place back-to-back at The Sheraton Centre in New York City.

Theme of the ETC Marketing Conference is "Maintaining the Momentum." American travel to Europe this year will hit a new high, ETC predicts, with traffic topping the 5.5 million mark and spending reaching an estimated \$4.6 billion, exclusive of air fares.

The Conference lead-off speaker, with an economic forecast, will be Ray Brady, CBS-TV's Emmy award-winning correspondent. The ETC's newly elected chairman Leonard Lickorish, director general, British Tourist

more—

Authority, London, will speak on the new dynamics of the marketplace.

Other speaker/panelists include: Alain de Tessieres, chairman, Eurailpass; Arthur Frommer, president, Arthur Frommer Holidays; Martin Gray, senior vice president sales and marketing, Trusthouse Forte; Joseph Hallissey, chairman-elect, American Society of Travel Agents; Jeffrey Joseph, general manager, Globus-Gateway; Peter Rose, general manager N.A., Steigenberger Hotels; Allen Stolz, marketing manager USA, Air France; Andre Van Stom, vice president/group head, Wells, Rich & Green Advertising and Peter Vogelsang, president, Dailey Thorp Travel.

Round-table discussion groups led by executives from every phase of the industry will interact with speakers and panelists.

The results of a new nationwide research study on the U.S. market for incentive travel, which currently earns an estimated half billion dollars for Europe, will be presented by Ed Berrol, ETC research consultant, a vice president of Ogilvy & Mather Partners.

Lynn Povich, senior editor, Newsweek, will look ahead to social and demographic trends that will affect marketing targets and techniques.

The Conference is being produced by Donald N. Martin & Company, Inc., an international travel development firm and ETC's marketing arm. Further information may be obtained from Maria Cross, 212/307-1200.

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European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

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For immediate release

TOP TRAVEL EXECUTIVES FROM EUROPE AND U.S.
TO CONFER ON '85 MARKETING ISSUES

INTERNAL SECURITY
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REGISTRATION UNIT
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Top industry executives from Europe and the U.S. will gather for the European Travel Commission's Trans-Atlantic Travel Marketing Conference on Monday, October 15, at the Sheraton Centre, New York City.

More than 300 participants will consider the conference theme: "Maintaining the Momentum," in the wake of three years of unprecedented growth in travel to Europe. From 1982 through this year traffic to Europe will have increased by 40%, with a record 5.5 million American visitors forecast for 1984.

The conference will feature the release of new research findings as well as in-depth discussions. Executives from airlines, hotel groups, tour companies and travel marketing and advertising will look for ways to build on recent gains — the industry's foremost challenge for 1985 — and will talk about several key questions, including:

—The real potential of such emerging market segments as professionals

more—

- with more money than time, seniors with more money and time than ever before, and other off-peak "second vacation" prospects,
- The chance of extending the peak season into a profitable shoulder and winter travel "prime time," and,
 - The ways Europe might capture a larger share of the billion-dollar incentives and meetings business.

The ETC has already undertaken plans to further develop incentive, meetings and special interest travel by sponsoring a European Travel Exchange following the conference on Monday, October 15, from 3 to 6 p.m. and on Tuesday, October 16, from 9 a.m. to 5 p.m.

The conference will open at 9 a.m., Monday, October 15, and continue through a working luncheon. For information and registration contact Donald N. Martin & Company, Inc., 630 Fifth Avenue, New York, NY 10111, (212) 307-1200.

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EUROPE

European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

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ETC PREDICTS 'EUROPEAN MUSIC YEAR'
WILL SPUR AMERICAN TRAVEL IN '85

INTERNAL SECURITY
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The European Travel Commission will begin the new year with plans for maintaining the momentum generated during 1984, when an estimated record 5.5 million Americans will have visited Europe.

A major theme for 1985 will be European Music Year, a series of major cultural and educational events that promise to be a strong draw for American travelers, according to Hermann E. Krueger, ETC's U.S. Chairman. Music Year is sponsored by the European Communities and the Council of Europe.

"This exciting year-long celebration of music, the largest ever, and the other outstanding events in ETC's 23 member countries should help to make 1985 another profitable year for travel agents selling Europe," said Mr. Krueger.

A sampling of next year's events range from the off-beat--like Turkey's Camel Wrestling Festival January 15 and 16 in Selcuk--to the historical-- like Belgium's Pageant of the Golden Tree August 18 and 25 in Bruges. Held every five years, the Pageant recreates the 1468 wedding celebration of Charles the Bold and Margaret of York with stunning medieval pageantry involving bands, choirs, horsemen, and floats.

more ----

EUROPEAN TRAVEL COMMISSION MEMBER COUNTRIES:
AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN • GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA
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Festivals will abound during the year: Austria's Vienna Festival, from May 11 to June 16, featuring art exhibitions, operettas and opera, concerts and other special events; Luxembourg's Dancing Procession where, following a unique medieval custom, dancers will move through the streets of Echternach on May 28; the Paphos Festival in Cyprus on June 7, with ancient Greek Drama staged by moonlight; and on June 12, in Lisbon, Portugal, the folk festival of St. Anthony's Eve, with colorful lantern processions and dancing in the streets in honor of the patron saint of lovers.

Malta's Mnarja Folk Festival, a traditional "festa" that originated in the Middle Ages, will take place in June. Denmark's Hans Christian Andersen Festival in Odense in July will feature performances in several languages of the master's fairy tales; and at Sweden's Visby Festival, held on the historic island of Gotland from mid-July to mid-August, the musical pageant "Petrus de Dacia" will be staged among the ruins of St. Nicholas Church. Other festivals include Iceland's Westman Islands Festival on the volcanic islands off the country's south coast during the first weekend of August; Finland's Helsinki Festival of the Arts from August 22 to September 8; the Monte Carlo International Fireworks Festival, held during the summer at the Port of Monaco; and the Grape Harvest Festival in mid-September in Cadiz, Spain.

At Norway's Holmenkollen Ski Competition in Oslo, March 10 to 17, there will be contests in downhill, slalom and giant slalom plus cross country races--all capped by a ski jumping competition on "Holmenkollen Sunday" with the King and Royal Family attending. The Italians will combine history with sport on June 24 and June 28 when soccer games in 16th century costume will be played in Florence. The games, preceded by historical processions and followed by displays of fireworks, commemorate a 1530 match--the result of a dare by city residents to the troops of Charles V who had laid siege to Florence. A traditional sporting event in Yugoslavia, diving into the Neretva River from the Old Bridge in Mostar, will be held July 27.

3-3-3-3

Special anniversaries form the basis of major events in Great Britain and The Netherlands. A D.H. Lawrence Centenary Festival will be held September 7 to 28 in Eastwood, Nottinghamshire, to commemorate the 100th anniversary of the writer's birth. The 100th anniversary of Amsterdam's Rijksmuseum will be celebrated with a series of events starting with a January to March 3 special exhibition of Leonardo da Vinci's drawings.

The European Music Year, the culmination of two years of planning, will be filled with music and dance, concerts, opera, festivals, exhibitions, competitions and conferences. It will demonstrate to visitors abroad the richness of Europe's varied musical cultures.

Special events range from the awarding of scholarships for studies in computer music to public performances of thousands of musicians and singers. A tantalizing variety of music will be highlighted from Gregorian chants to Baroque compositions to ragtime and rock 'n roll.

Between 4,000 and 8,000 musicians and singers will perform at huge musical jamborees at Munich's Olympiahalle and Strasbourg's Rhénus auditorium as well as the square in front of Paris' Notre Dame Cathedral. The European Youth Orchestra is planning several international tours and a "musical train" will cross about ten European Countries with an orchestra specially trained by the European Music Schools' Union.

Greece will hold a festival illustrating the relationship between oriental and western European music, Ireland plans a European tour with an international group of folk singers and dancers, and Switzerland and Belgium will stage events based on a variety of ethnic musical cultures.

more ----

4-4-4-4

Several special events will be devoted to Bach, Handel and Scarlatti, three Baroque masters whose tricentennaries take place in 1985. Great Britain plans to set up a permanent international Baroque training orchestra, while the Dutch 18th Century Orchestra is scheduled to visit several European countries.

And on one single day--June 21--the sound of music will be heard everywhere when streets, squares, parks and public buildings throughout Europe will be opened to the public and professional and amateur musicians invited to perform.

The European Music Year and the special events that are part of the European scene every year illustrate Europe's cultural, historical and heritage appeals, for Americans the principal motivations for visiting Europe.

#

EUROPE

European Travel Commission • Suite 610, 630 Fifth Avenue, New York, N.Y. 10111 • 212/307-1200

From: Donald N. Martin & Company, Inc.
630 Fifth Avenue
New York, NY 10111
Phone—(212) 307-1200

Contact: Robin Amster

For immediate release

BRITAIN'S TOURISM CHIEF ELECTED
CHAIRMAN OF 23-NATION ETC GROUP

INTERNAL SECURITY
SECTION
REGISTERED MAIL
MAY 2 3 21 PM '85
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Leonard Lickorish, CBE, the director-general of the British Tourist Authority, has been elected chairman of the 23-nation European Travel Commission succeeding Bertil Harrysson of Sweden, it was announced today.

The new chairman will come to New York from his headquarters in London to meet with top American and European executives at the Trans-Atlantic Travel Marketing Conference at the Sheraton Centre on Monday, October 15, and the European Travel Exchange which immediately follows.

Recognized throughout the world as a leading expert in tourism research, Mr. Lickorish has been responsible for the ETC's research operations since 1966. Under his leadership, the first motivational research and segmentation studies of the U.S. market for European travel were carried out.

Mr. Lickorish has been chief executive officer of Britain's

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national tourism organization for more than 20 years. He is the author of a number of important studies including "The Travel Trade" and "Reviews of U.K. Statistical Sources -- Tourism" and has represented Britain in numerous international organizations.

The Commission elected as vice chairmen Walter Leu, director general of the Swiss National Tourist Organization; Helmut Zolles, director general of the Austrian National Tourist Organization and Andre Verheyden, commissioner for tourism in Belgium.

ETC is comprised of the national tourist organizations of 23 countries engaged in a cooperative effort to further international good will and economic prosperity through travel. Founded in 1948 it operates in the United States, Canada, Japan, Australia and Latin America.

#

09/21/84

EUROPEAN TRAVEL EXCHANGE

INCENTIVES / MEETINGS / SPECIAL INTEREST PROGRAMS



23 COUNTRIES UNDER ONE ROOF / AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN
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From: Donald N. Martin & Company, Inc.
630 Fifth Avenue - Suite 610
New York, New York 10111
Phone — (212) 307-1200

Contact: Robin Amster

For immediate release

MORE THAN 200 INTERNATIONAL FIRMS TO EXHIBIT
AT EUROPE'S FIRST INCENTIVES/MEETINGS TRAVEL EXCHANGE

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INTERNAL SECURITY
SECTION
REGISTRATION

Major international hotel companies, airlines, cruise lines, car rental companies and reception agents will be among the more than 200 exhibitors at the European Travel Exchange, October 15 and 16, at the Sheraton Centre in New York City, it was announced today by the sponsoring 23-nation European Travel Commission.

The Exchange is unique because it will be devoted exclusively to Europe, according to Donal McSullivan of Ireland, chairman of the organizing committee. He said every ETC member national tourist organization will be present at the Exchange for the purpose of giving all-out assistance to U.S. meetings and incentive travel planners.

"The special qualities that give Europe motivational magic can be explored without the distractions of the 'everything-but-the-kitchen-sink' type of show," he said. "Europe is undoubtedly the world's best buy at current exchange rates. The professionals representing Europe's leading services and facilities will be on hand to give attendees the latest information on cost, availabilities and other important information that can

more---

help them firm up plans."

Among the exhibitors already signed up are hotel groups such as Intercontinental, Trusthouse Forte, Kempinski of Germany, Jolly of Italy and SAS International; airlines including Air France, TAP Air Portugal, British Airways, JAT Yugoslav Airlines and Lufthansa German Airlines; car rental companies such as Avis, Hertz and InterRent; cruise lines like Viking, Sun Lines, "K" Lines Hellenic Cruises, and KD-German Rhine Cruise Agency, and reception agents such as Keytours of Scandinavia, Cityrama, Associated Tours of Denmark and CIT Tours of Italy.

Response to the Exchange from American and Canadian meeting planners, incentive houses and corporations using these programs has been impressive, Mr. McSullivan said. Planners from 35 states across the U.S. have already signed up. Attendees will be eligible to win grand prize trips for two to various ETC countries plus valuable gifts representing a range of European products.

The opening of the Exchange will follow this year's ETC-sponsored Trans-Atlantic Travel Marketing Conference, Monday morning, October 15, also at the Sheraton Centre. The Exchange will run from 3 to 6 p.m., October 15, and from 9 a.m. to 5 p.m., Tuesday, October 16.

Back-to-back with the Exchange is the Society of Incentive Travel Executives' (SITE) annual meeting, which has been set for Wednesday, October 17, at the Sheraton Centre.

The Marketing Conference and the European Travel Exchange are under the management of Donald N. Martin & Company, Inc., 630 Fifth Avenue, Suite 610, New York, New York 10111. For further information, contact Hans Friis, 212/307-1200.

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EUROPEAN TRAVEL EXCHANGE

INCENTIVES / MEETINGS / SPECIAL INTEREST PROGRAMS



23 COUNTRIES UNDER ONE ROOF / AUSTRIA • BELGIUM • CYPRUS • DENMARK • FINLAND • FRANCE • GERMANY • GREAT BRITAIN
GREECE • ICELAND • IRELAND • ITALY • LUXEMBOURG • MALTA • MONACO • NETHERLANDS • NORWAY • PORTUGAL
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From: Donald N. Martin & Company, Inc.
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Contact: Robin Amster

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CALENDAR LISTING

European Travel Exchange, October 15 and 16, The Sheraton

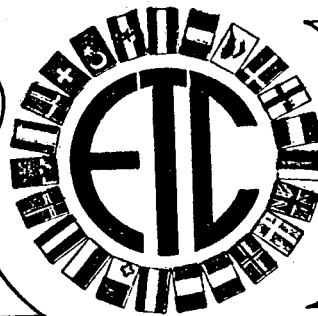
Centre, New York City — For meetings, incentive travel, special interest programs to Europe. Sponsored by the 23-member European Travel Commission. Hours: 3 to 6 p.m., Monday, October 15; 9 a.m. to 5 p.m., Tuesday, October 16. For further information contact Hans Friis, Donald N. Martin & Company, Inc., 630 Fifth Avenue, Suite 610, New York, New York 10111, (212) 307-1200.

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Contact: Robin Amster

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CALENDAR LISTING

1984 Trans-Atlantic Travel Marketing Conference, October 15,

The Sheraton Centre, New York City -- Government tourism officials and travel industry executives chart plans for expanding European market next year at annual conference sponsored by the 23-member European Travel Commission. From 9 a.m. to 2:30 p.m. For further information contact Hans Friis, Donald N. Martin & Company, Inc., 630 Fifth Avenue, Suite 610, New York, New York 10111, (212) 307-1200.

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Major Events in Europe

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Note to Editors: We would appreciate your crediting the European Travel Commission when you use this list of events in full or in part. Thank you.

JANUARY THROUGH DECEMBER 1985

All year

Countrywide celebration of Britain's Heritage. Exhibitions, shows, music (part of European Music Year celebrations), pageantry (Tudor 500) and traditional customs.

"German Fairytale Festival." The 200th anniversary of the birthday of Jacob Grimm one of the Brothers Grimm, is celebrated with exhibitions, reenactments of fairytales, folklore events and special foods. Area between Bremen and Hanau (Germany).

International Clan Gathering 1985. All clan members are invited to their homeland especially in Glasgow (May 25-June 1) and Edinburgh (June 1-8).

2,000th Anniversary of the city of Augsburg. Exhibitions, concerts, folklore events and theater commemorate the founding of Augsburg by the Romans 2,000 years ago. (Germany).

London Theatre, Opera, Ballet and Music. Twelve month season offering of over 60 theatres, world famous opera house and ballet companies, together with a multitude of jazz, rock and other events.

150 Years of German Railroad. Exhibitions and pleasure-train rides commemorate the German railway system and the first steam-engine train in Germany, traveling from Nuremberg to Fuerth in 1835. Nuremberg and surroundings.

The Monte Carlo Philharmonic presents orchestra concerts at Prince Rainier's Palace. (Monaco).

(over)

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All Year

Year-long celebrations of Cork's 800th year as a mayoral city. (Ireland).

MUSICA '85. Holland's first theme year happening features a 12-month scenario of multi-musical events coinciding with Bach's 300th Anniversary. Countrywide.

January

through
Feb.

Automobile Rally of Monte Carlo. Competition held throughout Europe, ending in front of the Hotel de Paris. (Monaco).

through
March

Food Festival. Held in some Reykjavik restaurants, a given week salutes the national dishes of a given land. (Iceland).

through
March 3

100th Anniversary of Amsterdam's Rijksmuseum. Year long celebration with special exhibitions starting with a showing of Leonardo da Vinci's drawings.

through
April

A Century of Winter Sports in Switzerland. To mark the 100 year anniversary, a multitude of special events are planned that will permit visitors to view and even try some once-popular sports that are no longer practiced. Most ski resorts in Switzerland.

through
April 14

"The Grande Parade" Modern Art Show. An art world special exhibition featuring 250 works of 40 major modern artists all painted since 1940. Many canvasses never before exhibited. Stedelijk Museum, Amsterdam.

through
June

The Opera Season. The National Opera of Brussels, The Royal Opera of Wallonia and The Flanders Opera offer a fine season of opera, ballet and concerts. Brussels, Antwerp, Liege (Belgium).

6-Feb. 19

Carnival/Fasching. Weeks of merrymaking, costume balls, outstanding parades and other special events, including "Munich Crazy" (Feb. 17) and Rose Monday (Feb. 18) in Cologne, Dusseldorf and Mainz, Rhineland. (Germany).

15-16

Selcuk Camel Wrestling Festival. Annual event featuring two wrestling camels (tulus) and a parade of the victorious "tulu" through the town. Selcuk (Turkey).

12-13

Hahnenkamm Worldcup. On this January weekend, the attention of most of Europe is riveted on ski races (downhill and slalom) on the world's toughest course. Kitzbuehel, Tyrol (Austria).

late to
mid-Feb.

Thorri. A gourmet's adventure in which traditional and contemporary Icelandic food treats are prepared in both the homes and restaurants of Reykjavik. (Iceland).

February

during

Limassol Carnival. Celebration with a spectacular parade of chariots and dances. (Cyprus).

during

International Ski Competition. Organized by the Cyprus Ski Club with competitors from all over the world. Troodos (Cyprus).

2

Masked Ball at the Court of Empress Maria Theresa. Time is turned back as this lavish gala recreates the elegance of the 18th century in costumes and much of the entertainment. Vienna.

(more)

February

- 3-20 Mardi Gras Festival. Parade of floats, cavalcades, masked balls, battles of flowers, showers of confetti, culminating in a fireworks display that lights up entire Baie des Anges, at which King Carnaval is burnt on a pyre. Nice (France).
- 3-25 Carnival Season. Celebrations in fancy dress, characterized by masked figures, elaborate carnival chariots, and practical jokes. Patras, and throughout Greece.
- 4-10 Ice Skating World Championship. Ullevi, Gothenburg (Sweden).
- 5-16 25th International Television Festival of Monte Carlo. Competition for television programs, with the best program awarded the "Golden Nymph." Auditorium at Loews.
- 8-17 10th World Tourism and Travel Show. Paris CNIT (France).
- 18-19 His Majesty "Prince Carnival" rules these days with Carnival parades in the afternoon and masked balls in the evening. Throughout Luxembourg.
- 25-27 Annual Carnival. A multitude of festivities including parades, costume balls and gastronomic specialties. Basel (Switzerland).

March

- Spring to Fall Festivals of Flanders and Wallonia. Featuring renowned orchestras and soloists, well as ballet and theater performances. Various cities (Belgium).
- Spring to Fall Anne Frank Memorial Year. In commemoration of Anne Frank's death 40 years ago the Anne Frank Foundation, in the original Frank House near the Westerkerk, will present a special exhibition about the life and impact of this young victim of the holocaust. Amsterdam (The Netherlands).
- through Jan. Shakespeare Festival Theatre Season. Home of the renowned Royal Shakespeare Company. Stratford-Upon-Avon (Great Britain).
- during International Festival of Maltese Song. Presents top Maltese singers and top singers from twelve other countries in the interpretation of the best Maltese compositions in the pop-song field. (Malta).
- during Bach 300 Festival. Part of the European Music Year, this festival celebrates the 300th anniversary of the birth of Bach. London.
- 3 Vasa Ski Race. The world's largest cross country ski race (53 miles) with over 10,000 participants. From Salen to Mora, Dalarna Province (Sweden).
- 9 Bal de la Rose held at the Monte Carlo Sporting Club. (Monaco).
- 10 17th Engadine Cross-Country Ski Marathon. 13,000 skiers are expected to compete this grueling race of over 26 1/2 miles. Upper Engadine Valley (Switzerland).
- 10-17 Holmenkollen Ski Competition. Competitions in downhill, slalom and giant slalom cross-country races and jumping, with a ski jumping contest on "Holmenkollen Sunday" attended by the Royal Family. Oslo (Norway).
- 12-19 Fallas de San Jose. Parades, fireworks and the construction and burning of the "fallas," immense wood and papier mache scenes. Valencia (Spain).
- 12-22 Chelsea Antiques Fairs. Spring Antiques Fair with a wide range of pre-1830 antiques for sale (also held Sept. 11-22). London.

March

- 14 Vienna Opera Ball. Held at the glittering State Opera, this annual gala unites royalty, political leaders, industrialists and stars for a night of stylish merriment. (Austria).
- 17 St. Patricks Day. Ireland's national holiday is celebrated in towns and villages throughout the country, with parades in Dublin, Limerick, Cork and Galway.
- 17 The Birkebeiner Race. A historic 55 km race between Lillehammer and Rena, commemorating the escape to Lillehammer in 1260 of one of King Sverre's men, called Birkebeinerne carrying the King's infant son on his shield. (Norway).
- 19 Gilles De Binche Carnival. A colorfully costumed Lenten carnival which has been celebrated for at least 430 years. Binche (Belgium).
- 30-Apr. 8 Salzburg Easter Festival. Connoisseurs from all over the world meet for this musical offering directed by Herbert von Karajan. (Austria).
- 31 Malta's National Day. Official ceremonies, theatre performances, parades, land and water sports and colorful fireworks.
- 31-Apr. 7 Holy Week Celebration. The religious fervor of Spain is embodied in processions and the wonderful beauty of the solemn 'pasos,' platforms bearing sculptured scenes from the Passion. Sevilla, Granada, Malaga, Valladolid, Cuenca, Murcia.
- late March Wintersport competition for the handicapped at Beitostolen. (Norway).
- last week World Cup Ski Jumping Final. Planica (Yugoslavia).

April

- through May Keukenhof Gardens. Holland's harbinger of Spring in Europe is the bulb industry's showcase gardens featuring millions of tulips and other bulb flowers displayed in a splendid 70 acre wooded park in the midst of the colorful bulb growing district. Lisse (Netherlands).
- through October Sound and Light Performances. Popular spectacle combining visual effects with music and narration presented at the Palace of the Grand Masters in Rhodes, the Acropolis of Athens and the Old Fortress in Corfu. (Greece).
- 1-Aug. 31 Bakken Amusement Park Season. This year marks the 402nd consecutive season at the world's oldest amusement park. Copenhagen (Denmark).
- 11-18 13th European Watch, Clock and Jewelry Fair. The largest, most important fair for watches, clocks and jewelry in the world. Basel (Switzerland).
- 1-7 International Tennis Championship of Monaco. Well known tennis players compete for prize money at the Monte Carlo Country Club.
- 3-10 Harrogate International Youth Music Festival with over 1,000 musicians, singers and dancers. Harrogate, North Yorkshire (Great Britain).
- 5 Holy Week. Processions are held on the afternoon of Good Friday in 14 towns and villages. Life-size statues are carried in procession, with participants dressed in period costumes. (Malta).

(more)

April

- 7 Easter Sunday. Morning processions are held in five towns and villages. The statue of the risen Christ, accompanied by a brass band, is carried shoulder-high by youths. (Malta).
- 8 Enais'chen. Popular traditional festival and market in the heart of old Luxembourg where young lovers present each other with whistling ceramic birds called "Peckvillercher."
- 14 Orthodox Easter. The most important public holiday in Greece is celebrated with feasting on spit-roasted lamb and red-dyed hardboiled eggs followed by dancing in regional costumes. Tripolis, Trapeza (near Patras), Livadia.
- mid-Apr. - Alkmaar Open Air Cheese Market. Each Friday morning during summer this centuries old market is reenacted by members of the colorfully attired Cheese Carriers Guild. mid-Sept. Alkmaar (The Netherlands).
- 18 First Day of Summer. The third Thursday in April heralds summer with parades, a carnival, processions, street dancing and the selection of a queen. Throughout Iceland.
- 20-28 The Floralties. Held every five years, this flower show is one of the biggest and most beautiful, with 8 1/2 acres of indoor exhibitions displaying cultivated flowering plants and a wide range of greenery. Ghent (Belgium).
- 22-28 International Festival of Contemporary Music. Zagreb (Yugoslavia).
- 23 San Jorge Day and the Cervantes Day. The people of Barcelona have the custom of making a present of a rose and a book to persons dear to them on this day, as San Jorge Day is considered Lover's Day, and the same day marking the anniversary of the death of Cervantes. (Spain).
- 23-28 April Fair. A classic festival with colorful folk dancing, horse mounted parades, bullfighting and traditional costumes. Sevilla (Spain).
- 30 Walpurgis Night. Celebrates the arrival of spring throughout Sweden. Particularly lively in the towns of Stockholm, Gothenberg, Lund, Uppsala and Umea. (Sweden).
- late Apr. - German Federal Garden Show 1985. The largest horticultural exhibition in Germany held in Berlin. October
- late Apr. - Seaman's Day. Celebrated with rowing competitions, life-saving exhibitions, galas and parades. (Iceland). early June

May

- through 48th Florence May Music Festival. The oldest, most prestigious Italian festival of the performing arts (opera, concerts, dance, drama and ballet). Florence. 1st wk July
- through Glyndebourne Festival Opera Season. An international opera event in country house surroundings. Glyndebourne, Sussex (Great Britain). August
- through "Moreska Sword Dance." Preserved only on the island of Korcula, this symbolic chivalric dance with swords is performed on an open-air stage. (Yugoslavia). Sept.
- through Dora Stratou Folk Dances. Folkloric dances nightly at the Dora Stratou theatre on Philopappou Hill. Athens (Greece). Sept.

(over)

May

- through
October Sound and Light performances at the Blue Mosque in Istanbul. (Turkey).
- through
October Pitlochry Festival Theatre Season. Annual festival of drama, music and arts. Pitlochry, Scotland (Great Britain).
- during Carnival. Traditional 3-day festival, held mainly in Valletta, with dancing competitions in elaborate costumes, band marches, decorated floats. (Malta).
- early Mai Musical. Music, drama and ballet with international stars. Bordeaux (France).
- 1-8 Selcuk Ephesus Festival of Culture and Art. Folk dances, concerts, exhibits, some held in the Great Theatre at Ephesus. Selcuk (Turkey).
- 1-Sept. 15 Tivoli Gardens. Located in the heart of Copenhagen, this outstanding amusement park is in its 142nd season and features a variety of rides and attractions, a concert hall, flower gardens, fireworks and some of the best restaurants in Denmark.
- 1-Sept. 15 Legoland Season. This amusement park features a scale-model town built with Lego blocks and Tatina's Palace, a miniature doll house. Billund (Denmark).
- 5 40th Anniversary of World War II Liberation. Special commemoration events and celebrations in major cities and battle sites countrywide. (Netherlands).
- 6-June 1 Queen Elisabeth of Belgium Music Competition. A world-renowned "musical olympics" with twelve finalists performing with a full scale symphony orchestra, for judges and the general public at the Palais des Beaux-Arts Concert Hall. Brussels.
- 7-11 The Spring Show and Industries Fair. The shop window of Irish agriculture. Royal Dublin Society, Ballsbridge (Ireland).
- 10-20 San Isidro Labrador Festival. Bullfighting, colorful popular balls, live performances of pop, jazz and rock singers and groups with typical food and drink in abundance. Madrid (Spain).
- 11-June 16 Vienna Festival. Opera, concerts, operettas, art exhibitions and special events. (Austria).
- 12-13 First Annual Pilgrimage to Fatima. Thousands of people come from all over the world to participate in the ceremonies (Second Annual Pilgrimage to Fatima is held Oct. 12th & 13th). (Portugal).
- 15 "Race of the Candles." A procession in local costumes in which tall shrines are carried to the church on the top of Mount Ingino. Gubbio (Italy).
- mid-May -
mid-Sept. Drottningholm Court Theatre. Europe's oldest rococo theatre still in use holds performances 2-4 times weekly, featuring mainly 18th century operas. Stockholm.
- 16 Holy Blood Procession. Represents episodes of Old and New Testaments and return from Crusades of the Count of Flanders with a vial of Holy Blood. Bruges (Belgium).
- 21-24 Chelsea Flower Show. Britain's major flower show. London.
- 22-June 5 Bergen International Festival. Started in 1951, this festival features music, theatre, dancing, and mime by world famous artists in various places in the city of Bergen. (Norway).

(more)

May

- 26 "Palio of the Archers." Medieval crossbow contest between Gubbio and Sansepolcro with medieval costumes and arms. Gubbio (Italy).
- 26-June 10 "Cyprus International (State) Fair." Cypriot and foreign exhibitors display their industrial and agricultural products. Nicosia.
- 27 "Genzefest." Broom flower festival with a parade of folklore groups, bands and floats decorated with broom-flowers. Wiltz (Luxembourg).
- 28 Dancing Procession. A unique medieval religious custom which features a dancing procession in honor of St. Willibrord moving through the streets of Echternach. (Luxembourg).
- 29-June 5 Edirne Traditional Kirkpinar Oiled Wrestling Matches. Annual celebration of Turkey's national sport, dating back 600 years, with folk dancing and music. Edirne.
- 31-June 9 36th Paris Air and Space Show. This international aviation event, which has celebrated aeronautic technology since 1908, is held at Le Bourget Airport with 900 exhibitors from 28 countries. Paris.
- late The 'Cordoba Patio' Festival. Includes a pilgrimage with horsemen and richly decorated coaches, a competition in which patios, small side streets and plazas are filled with flowers, an important Flamenco Art Contest with song, dance and instrumental recitals and amateur flamenco groups. Cordoba (Spain).
- last week "Plitvice Wedding." A folklore celebration highlighted by the wedding of ten couples from different countries by the highest waterfall. Plitvice (Yugoslavia).

June

- during Summer Monte Carlo International Fireworks Festival. Splendid competition on five separate days performed from the Port of Monaco.
- through September Epidaurus Festival. Theatrical productions of ancient Greek tragedy and comedy in the 3rd-century B.C. Theater of Epidaurus. (Greece).
- through September Athens Festival. Presentations of orchestral and chamber music, classical and popular theater, grand opera and ballet held in the open-air Herod Atticus amphitheater (161 A.D.) at the foot of the Acropolis. (Greece).
- through September Festival Estival. Summer-long series of concerts in prestigious and historic sites; ballet, drama and art at the Pompidou Center. Paris.
- during Paphos Festival. Performances of ancient Greek drama will take place by moonlight in the ancient Theatre of Kato. Paphos (Cyprus).
- during The Nicosia Festival. Twelve day festival of theatrical performances, concerts of popular and classical music and exhibitions of folk art. Nicosia (Cyprus).
- during Midsummer Night Golf Tournament. Held on the longest day of the year, the competition begins at 10 p.m. and continues into the wee hours of the morning on courses around Reykjavik. (Iceland).
- during Mnarja Folk Festival. All-night traditional Maltese 'festa' with folk music, dancing and singing. (Malta).

(over)

June

- during International June Festival. Opera, concerts, theatre, music courses and art exhibits. Zurich (Switzerland).
- 1-21 Holland Festival. The Dutch annual cornucopia of performing arts where musical theatre and dance groups from Holland and abroad perform over several weeks in several cities. Amsterdam, The Hague, Rotterdam. (Netherlands).
- 3-9 Kuopio Dance and Music Festival. Classical ballet and modern dance. Courses in ballet, jazz and modern dance, and folk dances. (Finland).
- 6 Flower Festival (Infiorata). A religious procession along streets carpeted with flowers in colorful and magnificent designs. Genzano, Rome (Italy).
- 6 Corpus Christi. A solemn morning procession bearing the Arfe monstrance passed among the faithful with Illescas nobles, Mozarabic knights, knights of the Holy Sepulchre and knights of the Corpus Christi dressed in colorful habits. Toledo (Spain).
- 6-9 Tampere in Chorus. International choral music event held every second year. Tampere (Finland).
- 8-10 Kataklysmos. Colorful celebration of the "Flood" associated with Pentecost. Takes place in seaside towns with sea games, traditional dancing and singing. (Cyprus)
- 12 St. Anthony's Eve. Festival dedicated to the patron saint of young lovers, celebrated with colorful lantern processions in streets of old Lisbon (Portugal)
- 13-19 Grand Prix of Monaco. Formula 1 world championship race through the streets of Monte Carlo. First heat begins May 13th, the final race May 19th.
- 14-16 Berne Cantonal Yodelling Festival in Interlaken. (Switzerland).
- 15-16 24 Hours of Le Mans. World famous auto race with amusement park, games and live music, floodlit cafes and refreshments, and vintage car museum. Le Mans (France)
- 15-30 6th International Madeira Bach Festival. Held on the island of Madeira, in Funchal's inspiring Se Cathedral, this year's festival features a special program marking the 300th anniversary of the birth of Bach. (Portugal).
- mid-June Curium Festival. Features performances of Shakesperean and ancient Greek drama concerts in the theatre of Curium. Limassol (Cyprus).
- mid-June 47th International Music Festival. International orchestras perform in Strasbourg's famed cathedral and the Palais de la Musique. (France).
- mid-June Yugoslav Grand Prix World Motorcycle Championship race. Rijeka, Opatija.
- mid-June - Festival Du Marais. Theatre, songs, mime, circuses, jazz and rock concerts, dance and children's events in the streets of one of Paris' oldest neighborhoods.
- mid-June - "Landshut Wedding." Reenactment of the wedding of Duke George the Rich of Bavaria and Jadwiga, daughter of a King of Poland in 1475. Landshut, Bavaria (Germany).
- mid-June - Light Nights. A theatrical extravaganza on Reykjavik's mini-lake with early dramatizations from the Icelandic Sagas, songs, poems, and historical vignettes. (Iceland).
- 17-23 Monte Carlo Golf Open. Tournament held at the Monte Carlo Golf Club.

(more)

June

- 20-July 15 Istanbul International Festival. An international cultural event featuring classical music, opera, ballet and dance performances, art exhibitions, puppet shows, folk and jazz music and dancing. (Turkey).
- 21-29 'The Saint John Bonfires.' Artistic monuments made of wood, cardboard and fabric are set up during this celebration and burned in the ceremony known as the 'cremà' in Alicante (Spain).
- 21-July 14 2,000th Anniversary of the City of Chur and the Swiss Federal Shooting Festival. Chur (Switzerland).
- 22-27 The International Air Rally of Malta. Participants from all over Europe and the U.S. take part in the 16th edition of the Rally. (Malta).
- 23 National Day. Traditional festivities including patriotic parades, religious services, concerts, receptions, dancing and fireworks. Throughout Luxembourg.
- 23-24 Midsummer is celebrated throughout Sweden with dancing around the Maypole, games and folk music.
- 23-24 The Passage of the Fire and the 'Mondigas' Festival. An ancient festival where men of the town, with a person on their shoulders, walk across a bed of coals barefoot. San Pedro Manrique (Spain).
- 23-July 1 Church Boat Races in the province of Darlarna, Siljansnas, Tallberg and Leksand. (Sweden).
- 24 & 28 Soccer Games in 16th Century Costumes, preceded by a historical procession with fireworks display on the 24th from the terraced gardens overlooking the city. Florence (Italy).
- 27-30 Skagen Song Festival. More than 10,000 people gather annually to hear ballads and folk music performed by international artists. Skagen (Denmark).
- 28-July 7 Norwegian Roots at Lillehammer. Features programs dealing with past and present day Norway, guided tours to surrounding areas and assistance in finding your own roots.
- 30-July 3 Music Festival at Lake Siljan. (Sweden).
- late Festival of Music in Great Irish Houses. A festival of concerts in up to ten of Ireland's largest and most beautiful 18th century mansions.
- late June - The Medieval Theater Festival. Jesters and the dancers of Somosierra
early July perform accompanied by bagpipers, medieval feasts and dinners are held, as well as contests and bull lancing exhibitions. Hita, Guadalajara (Spain).
- late June - 28th Festival of Two Worlds. Theatrical, musical and film programs organized by
mid-July Giancarlo Menotti in the enchanting Umbrian city of Spoleto. (Italy).
- late June - Carinthian Summer Festival. Chamber music, lieder recitals, and ecclesiastical
late Aug. music make up this highly reputed festival. Ossiach/Villach (Austria).
- last week "Ohcet Ljubljani." A major folklore celebration featuring a traditional village wedding. Ljubljana (Yugoslavia).

(over)

July

- through August International Festival of Classical Music. Concerts by soloists and world-renowned groups at the Basilica, the Abbey and the old church of St. Peter and Paul in Echternach and in the Municipal Theatre in Luxembourg. (Luxembourg).
- through August Maltafest. The Maltese International Arts Festival presents top local and foreign talent from the performing arts at outdoor venues in major historic sites, such as the temple of Hagar Qim, the ancient capital Mdina, Valletta and Sliema. (Malta)
- through August Munich Opera Festival. Held in the Bavarian State Opera, the Court of the Residence Palace and the famous rococo Cuvillies Theatre and featuring Verdi, Mozart and Richard Strauss.
- through August Estoril Handicrafts Fair. Features handicrafts from all over Portugal, as well as cuisine, sweets and folk dances from the provinces.
- through August 44th Opera Season at the Baths of Caracalla. Monumental productions performed on the world's largest stage in the outdoor Baths. Rome.
- through August International Open Air Theatre & Music Festival. Top international artists in the field of opera, drama, classical comedies, classical music and jazz. Wiltz (Luxembourg).
- through August Wine Festivals. Sampling of regional Greek wines and food specialties. Daphni, Alexandroupolis, Athens. (Greece).
- during International Art Festival. Festivities include folk and classical dancing and concerts. Limassol (Cyprus).
- during Hans Christian Andersen Festival. Fairytales and plays written by the great master are performed and read in several languages. Odense (Denmark).
- early "Galicnik Wedding." A unique event presenting the folklore and old wedding customs of the region. Galicnik (Yugoslavia).
- 1-Aug. 16 Copenhagen Summer Festival. A summer's worth of music and open-air theatre for all tastes. (Denmark).
- 2 & Aug. 16 The Palio of the Contrade. Procession and bareback horse race with colorful medieval pageantry and flag throwing. Siena (Italy).
- 4 Rebild fest. The largest celebration of America's Independence Day held outside the U.S. Rebild National Park (Denmark).
- 4 Onnengang Pageant. A historic festival of splendid medieval pageantry is presented in the illuminated Grand'Place in Brussels recreating an entertainment given in honor of Charles the Fifth and his court in 1539. (Belgium).
- 5-14 Copenhagen Jazz Festival. Attracts the biggest stars in jazz to clubs and concert halls. (Denmark).
- 5-21 19th International Jazz Festival. Annual event featuring artists from all over the world. Montreux (Switzerland).
- 6-7 Colette Encarnaco. The streets of Vila Franca de Xira come alive with the running of the bulls through the town en route to the bull ring. Also includes folk dancing, singing, fireworks and displays of horsemanship. (Portugal).

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- 14
- 6-14 The San Fermin Festivals. The famous running of the bulls with superb bullfights, folkloric dancing, parades and fireworks. Pamplona (Spain).
- 6-27 Savonlinna Opera Festival. Operas performed are: Sallinen's "The King Goes Forth to France," Mozart's "The Magic Flute," Verdi's "Don Carlos" and Wagner's "The Flying Dutchman." Savonlinna (Finland).
- 7 Remembrance Day. Commemorates the participation of U.S. and other Allied Forces and U.S. General George Patton in the liberation of the Grand Duchy. Ettelbruck (Luxembourg).
- 9-14 International Musical Eisteddfod. This picturesque town in Wales plays host to a cosmopolitan collection of over 200 choirs and dance groups. Llangollen (Great Britain).
- 10-Aug. 25 36th Dubrovnik Summer Festival. The most famous performing arts festival in Yugoslavia with drama, music, ballet and folklore performances held in the Old City in Dubrovnik.
- 6-14 Pori Jazz Festival. Highlights are the big open-air concerts and the ever-popular jam sessions with top performers from all over the world. Pori (Finland).
- 12-13 The 19th International Sea-Angling Festival. Men, women, boys and girls can participate. Harstad (Norway).
- 12-14 Lake Night Festival with celebrations and fireworks. Zurich (Switzerland).
- 14 Independence Day. Fireworks, parades, dancing in the streets, especially in Paris which also features a race of waiters bearing trays. Throughout France.
- 14-28 Kuhmo Chamber Music Festival. 1985's themes are the music of Bach in Kothen, Arnold Schonberg's chamber music and piano quartets from Mozart to Milhaud. (Finland).
- mid-July Grande Parade du Jazz. Open-air jazz festival, with famed musicians performing in Gallo-Roman arena and Cimiez Gardens beneath Riviera stars. Nice (France).
- mid-July - mid-Aug. International Music and Opera Festival. Opera, music and drama performed by French and foreign chamber orchestras and choral groups of international repute. Aix-en-Provence (France).
- mid-July - mid-Aug. "21st Opera/Ballet Season at the Outdoor Arena Sferisterio." This enormous amphitheatre, built in 1829, is now the site of one of the most important opera/ballet festivals in Italy. Macerata (Italy).
- mid-July - mid-Aug. Visby Festival on the island of Gotland features the musical pageantry "Petrus de Dacia" staged among the ruins of St. Nicholas Church. (Sweden).
- mid-July mid-Sept. 63rd Arena of Verona Outdoor Opera Season. Spectacular and exquisitely-detailed productions performed at the Roman amphitheater of Verona. (Italy).
- third week 20th International Review of Original Folklore. Original folklore from Yugoslavia and around the world are presented. Zagreb (Yugoslavia).
- 15-21 Kaustinen Folk Music Festival. The theme this year is "Kalevlla," the Finnish National Epics; performers from all over the world participate in music, dance and theatre. Kaustinen (Finland).

(over)

July

- 19-30 North Norway Festival. Folklore programs, jam sessions, exhibitions and historical plays. Harstad (Norway).
- 22-27 The 25th International Jazz Festival. Thousands of jazz enthusiasts from all over the world attend this festival in which foreign and Norwegian artists participate. Molde (Norway).
- 23-Aug. 24 Bregenz Festival. Opera and concerts at the Festival Hall and operetta on the floating stage mark the summer season in this lakeside resort town. Bregenz, Vorarlberg (Austria).
- 21 Feast of the Redeemer. A procession of gondolas and other craft commemorating the end of the epidemic of 1575. Venice (Italy).
- 26-Aug. 31 Salzburg Festival. Presents the best in opera, symphony, chamber music and German drama featuring top international stars and conductors. (Austria).
- 27 Traditional diving into the Neretva River from the Old Bridge. Mostar (Yugoslavia).
- 29-Aug. 3 Norway Cup. The biggest sporting function in the world, with over 20,000 competitors in 1984. Also the biggest competitive youth football tournament in the world. Oslo (Norway).
- 30-Aug. 31 29th Yehudi Menuhin Music Festival with concerts at the Saanen church. Gstaad-Saanen (Switzerland).
- late July - late Aug. Richard Wagner Festival. This world-famous event where only Wagner operas are performed draws visitors from all over the world. Bayreuth (Germany).
- last week Festival of Yugoslav Feature-Length Films. Held in a Roman amphitheater, this festival presents the best in Yugoslav cinematography. Pula.

August

- during Heidelberg Castle Festival. Concerts, drama and operas, and featuring the opera "The Student Prince" performed in the courtyard of the Castle. (Germany).
- during Athletics for wheelchair users and a biking competition for the blind and people with limited sight. Beitostolen (Norway).
- during Monaco Red Cross Gala. A benefit ball for the Red Cross under the patronage of the Royal Family, held at the Sporting Club. (Monaco).
- first weekend Westman Islands Festival. Outdoor entertainment, athletic events, campouts, etc. on the volcanic islands off Iceland's south coast. Westman Islands (Iceland).
- 1-6 Sail Amsterdam. 1,000 tall ships and sailing vessels from 31 countries have been invited for a week of nautical flair and demonstrations. Amsterdam (The Netherlands).
- 1-9 Lahti International Organ Festival. Song concerts, choir music and orchestral works, as well as organ concerts, featuring Bach, Handel, Scarlatti and Schutz. Lahti (Finland).
- 3-6 Festas Gualterianas. A folk festival held in the historic town of Guimaraes with parades, bands, singers and dancers and enormous markets in the town's medieval squares with specialties of the region offered to visitors. (Portugal).

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gust

3-12

International Film Festival. Locarno (Switzerland).

3-10

Royal National Eisteddfod. A Welsh-speaking cultural event with competitions in drama, poetry and choir singing, etc. Rhyl, Wales (Great Britain).

4

"Joust of the Quintana". Historical pageant with over 1,000 persons in 15th century costumes. Ascoli Piceno (Italy).

6-10

Dublin Horse Show. High standard jumping and showing competitions at the Royal Dublin Society Showgrounds. (Ireland).

9-18

International Film Festival in Locarno. (Switzerland).

10-11

Festival of the Barrette Verde (The Green Cap). A procession culminating in the blessing of the boats at the riverside, a "running of the bulls," folk music, band concerts, local handicraft shows and an enormous dinner on the final night. Alcochete (Portugal).

10-16

Turku Music Festival. Features music from classical to jazz and rock; one of this year's themes is music from the Middle Ages to Baroque. Turku (Finland).

11-31

Edinburgh International Music Festival. The world's premier festival of the arts. Edinburgh (Scotland).

12

Austrian Grand Prix. Annual race for the Formula 1 World Championship. Zeltweg.

14-Sept. 7

International Festival of Music with concerts and master courses. Lucerne (Switzerland).

mid-Aug.

"Breda Flora" Flower Show held in the cathedral "Grote Kerk". Breda (Netherlands).

mid-Aug. -
mid-Sept.

"Rossini Opera Festival." The world's top bel canto specialists perform Rossini's operas and choral works on the Italian Adriatic Riviera. Pesaro (Italy).

18 & 25

The Pageant of the Golden Tree. Held every 5 years, this medieval pageant recreates the 1468 wedding celebration of Charles the Bold to Margaret of York with numerous groups, bands, choirs, horsemen, floats, giants and 2,000 singers, dancers and actors. Bruges (Belgium).

August

- late Rose of Tralee International Festival. The highlight of this festival is the crowning of the "Rose," whose competitors come from all over the world. Tralee (Ireland).
- late Reykjavik Marathon. A 21 mile race for men, with a shorter version for women which attracts entrants from around the world. (Iceland)

September

- during Fall Sheep Roundup. Parties and celebrations accompany the annual sheep drive throughout Iceland.
- through Oct. Foire International d'Art Contemporain. International art show which gathers young artists within the stone, steel and skylight of the Grand Palais. Paris.
- during 50th International Trade Fair. Exposition of industrial and small industry products, agricultural and construction machinery, Greek art and handicrafts, etc. Thessaloniki (Greece).
- 28 Cyprus Rally. Sponsored by Rothmans, this rally has applicants from all over Europe, Africa and the Middle East. Nicosia.
- 1 Historic Regatta. A traditional competition between two-oar racing gondolas preceded by a procession of Venetian ceremonial boats. Venice (Italy).
- 1 "Joust of the Saracen." Tilting contest of the 13th century with knights in armor. Arezzo (Italy).
- 1-9 Bodrum Culture and Art Week. Turkish classical music concerts in Bodrum Castle, art exhibits and water sports shows. Bodrum (Turkey).
- 7-8 Grape and Wine Festival. Fireworks and gathering at the Wine Pavillon. Grevenmacher (Luxembourg).
- 7-15 Aarhus Festival Week. A week of opera, theatre, jazz, ballet, art exhibitions and sports events. Aarhus (Denmark).
- 7-28 D.H. Lawrence Centenary Festival. Celebrates the birth of the writer 100 years ago. Eastwood, Nottinghamshire (Great Britain).
- 8 "Joust of the Quintana". Revival of a 17th century joust with 600 knights in costume, with an historical procession the night before. Foligno (Italy).
- 12-16 Senhora da Nazare Folk Pilgrimage. Festivities including processions, parades, folk dancing by the prize-winning folk dancers of Nazare, bullfights and fireworks displays. (Portugal).
- 15-18 Cappadocia Tourism Festival. This grape-harvest and folklore festival highlights the "fairy chimneys" and underground cities of Cappadocia. (Turkey).
- mid-Sept. Wine Festival. Free distribution of wines, performances of folk dancing and singing and Cypriot theatrical sketches. Limassol (Cyprus).
- mid-Sept. Grape Harvest Festival. Celebration with bullfights, horse riding, flamenco contests, costumed parades and wine tastings. Jerez de la Frontera, Cadiz (Spain).
- 22-Oct. 6 Wieze Oktoberffesten. Lively beer festival with weekend parades, bands and entertainment. Wieze (Belgium).

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September

- 26-Oct. 2 Huguenot Heritage International Week. Part of the nationwide celebrations to commemorate the 300th anniversary of the Huguenots' migration to Britain. (Great Britain).
- late Galway Oyster Festival. Celebrations include competitions to find the champion Oyster Shucker. Galway (Ireland).
- late Sept. "Oktoberfest." Munich's famous celebration where visitors enjoy Bavarian beer,
early Oct. sausages, pretzels, amusements and sing along with brass bands. (Germany).

October

- through May The Royal Danish Ballet and the Royal Danish Opera, both internationally-acclaimed companies, share the stage at the Royal Theatre. Copenhagen.
- through Nov. The Europalia Festival - Spain 1985. Every other year Belgium organizes this festival dedicated to a particular country, focusing on the art, music, cinema, literature, opera, ballet, theatre, etc. Brussels.
- during Demetria Festival. A revival of Byzantine festive events which includes musical, theater, opera and ballet performances. Thessaloniki (Greece).
- during International Yachting. The famous 1,000 km Martini Middle Sea Race is in the annual calendar of yacht races for yachts in Class A and Classes 1 and V. (Malta).
- during The Athens Open International Marathon. A modern-day competition over the traditional Marathon-to-Athens route commemorating Pheidippidis' run to announce the Athenian victory over the invading Persians in 490 B.C. (Greece).
- 8-16 Festivals of the Virgin del Pilar. Based on the floral offering to the Virgin in the Basilica of the Pilar by women dressed in regional costumes and the procession of the Patroness of Spain. Zaragoza (Spain).
- 9-14 Frankfurt Book Fair. A center of international literary exchange with about 4,000 exhibitors from 65 countries. (Germany).
- 2nd half Delft Old Art and Antique Fair. One of Europe's most prestigious fairs of museum quality art and furnishings housed in the Prinsenhof, a former palace of William of Orange. (Netherlands).
- 29 Republic Day. Nationwide proclamation of the Turkish Republic with parades, torchlight processions, folk dances and fireworks throughout Turkey.

November

- 8-12 San Martinho Fair. Horse fanciers from all over the world meet to select horses and watch displays of horsemanship, bullfights, folk dancing and fireworks. Golega (Portugal).
- 23-25 Three Days of Glory. The most important wine festival in France celebrated in Nuits St. George, Hospice de Beaune and Meursault. Burgundy (France).
- 27-Dec. 1 13th Antiques Fair (at Palexpo) in Geneva. (Switzerland).
- late Nov.- mid-Dec. Skansen Christmas Fair. Held at the Skansen open-air museum with sales of handicraft and food items. Stockholm.
- late Nov. - thru Dec. Christmas Markets, where tree decorations, toys and famous Gingerbread (Lebkuchen) are sold. Nuremberg, Munich, Berlin, Frankfurt (Germany).

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December

- 6-10 10th International Circus Festival. Circuses from all over the world compete in Monaco for the Golden Clown Award. Fontveille.
- 13 Santa Lucia Day. A nationwide celebration of the return of light after the dark time of the year. (Sweden).
- 13 Republic Day. Festivities commemorating the promulgation of the 1st Maltese Constitution which set up the Republic. (Malta).
- 14-17 Festival of Mevlana. Ceremonial costumed dance performances of the Whirling Dervishes, celebrating the founder of the order Jelaleddin Rumi Mevlana. Konya (Turkey).
- 31 St. Sylvester's Eve. New Year's Eve celebrations in the Bay of Funchal with buildings illuminated, boats strung with lights and fireworks over the water setting the bay aglow. Madeira (Portugal).
- 31 Imperial Ball. A leading event on Europe's social agenda, this stylish and traditional Ball rings in the New Year in Vienna's Imperial Palace. (Austria).
- 31 New Year's Eve. Fireworks displays over Reykjavik Harbor, partying, and galas indoors and out in the capital. (Iceland).



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NEW YORK—Alia-The Royal Jordanian Airline has announced its fall and winter flight schedules effective Nov. 1 to April 30.

There will be calls for flights to Amsterdam from New York on Tuesday and Saturday at 10:05 p.m. and to Vienna from New York on Monday, Thursday and Saturday at 7:40 p.m. Alia has also scheduled service

from Los Angeles and Chicago through the winter. Flights will operate Tuesday and Saturday, departing from Los Angeles at

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All of Alia's flights proceed from the European gateways to Amman, Jordan, where there are connections to cities in the

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YORBA LINDA, Calif.—Europe Train Tours here is running a familiarization tour of Switzerland Oct. 12-19. The eight-day tour costs \$390 per person double, land. The tour will concentrate on the eastern parts of

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For more information, contact Europe Train Tours, 17372 Chicago Ave., Yorba Linda, Calif. 92686, telephone 800-445-0191 in California and 800-551-2085 elsewhere.

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EUROPE AND THE INCENTIVE TRAVEL MARKET

A RESEARCH STUDY BY
THE EUROPEAN TRAVEL COMMISSION
IN COOPERATION WITH
SUCCESSFUL MEETINGS MAGAZINE

November, 1984

EUROPEAN TRAVEL COMMISSION

Background

In 1977 the European Travel Commission sponsored a pilot study of the incentive travel, conference and meeting market for travel from the U.S. to Europe. This was exploratory in nature since it was based on a small number of group sessions and depth interviews. Given the growing importance of the field, and particularly the burgeoning growth of incentive travel, and in light of the record levels of general traffic from the U.S. to Europe, it was decided that a more extensive study of the incentive travel market would be a fruitful exercise in the general field of special interest travel.

To this end WATS line telephone interviews were carried out with approximately 400 executives in the incentive travel field. Of these 100 were employed by professional incentive supplier houses (referred to in the text as "Suppliers") and 300 were executives in companies having travel incentive programs (referred to in the report as "Users"). The "Users" were a mixture of some companies with current European travel programs; some with previous but not current European programs; some with incentive travel programs to destinations "abroad" but not to Europe; and some with strictly domestic travel programs.

Respondents were questioned on past and current travel incentive programs; on general perceptions of the benefits and drawbacks to Europe as an incentive destination; on reasons for not continuing or trying Europe; on the importance of various site criteria and whether Europe was satisfactory or not on these criteria. They were also questioned on their perception of specific European countries and on the kinds of information they required.

PREFATORY NOTE

THIS STUDY ON "EUROPE AND THE INCENTIVE TRAVEL MARKET" IS A PROJECT OF THE EUROPEAN TRAVEL COMMISSION, UNDER THE CHAIRMANSHIP OF LEONARD J. LICKORISH, CBE, DIRECTOR GENERAL OF THE BRITISH TOURIST AUTHORITY.

THE EUROPEAN TRAVEL COMMISSION HAS BEEN CARRYING OUT RESEARCH FOR THE BENEFIT OF THE TRANS-ATLANTIC TRAVEL INDUSTRY FOR THE PAST THREE DECADES. THIS YEAR WITH OVERALL TRAFFIC REACHING NEW PEAKS, THE ETC HAS ADDRESSED ITSELF TO SPECIAL MARKETS, OF WHICH INCENTIVE TRAVEL IS ONE.

THIS STUDY WAS UNDERTAKEN WITH THE GENEROUS COOPERATION AND FINANCIAL AID OF SUCCESSFUL MEETINGS MAGAZINE AND A NUMBER OF INDIVIDUAL MEMBER TOURIST OFFICES.

THE COMMISSION WOULD PARTICULARLY LIKE TO EXPRESS ITS APPRECIATION TO ED BERROL, VICE PRESIDENT, CO-DIRECTOR TRAVEL & LEISURE, OGILVY & MATHER PARTNERS, FOR HIS INVALUABLE HELP IN PREPARING THIS STUDY. THE PROJECT WAS COORDINATED FOR THE ETC BY DONALD N. MARTIN & CO., INTERNATIONAL TRAVEL DEVELOPMENT CONSULTANTS, 630 FIFTH AVENUE, NEW YORK, N.Y. 10111.

EUROPEAN TRAVEL COMMISSION
CONFEDERATION HOUSE, KILDARE STREET, DUBLIN 2, IRELAND

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Summary and Implications

1. Europe has certain perceived strengths as an incentive destination:

- Its tourist attractions - culture, history, scenery.
- Its perception as being "unique/different" and also "exciting/glamorous."
- Its image as "popular/promotable."
- The continuing strength of the dollar.

But, suppliers seem much more aware of the dollar's strength than are the users; and those users with current European programs more aware than those without or with only past experience. The dollar's strength needs to be conveyed to all.

2. The key perceived negative for Europe's incentive market is perceived expensiveness in spite of the dollar's strength.

- Hopefully greater awareness of the dollar's strength will alleviate this.
- Perhaps "mini programs" might also help this problem, and also meet the perceived problem of "staying away too long."

3. Another perceptual problem for Europe in the incentive field is that of companies looking for a "change" after going there one y (One facet of this problem is the view that Europe is "exciting" only for the first-time group.)

- It should be emphasized that Europe has many facets;
- By going to different countries in Europe - or even different places in the same country, an incentive

travel user can find continuing interest and excitement

- The varying perceptions of different "favorite" countries in the study proves that Europe can be seen as "different destinations".

- Past research among vacationing individual travellers shows conclusively that those that go once are the most likely people to go in the future.

4. The need to convey correct information about Europe to incentive travel prospects is critical. There is strong evidence in the study that those who have had actual experience with Europe are much more positive than those who have not had programs there.

5. There is a tendency for incentive travel program planners who do not include Europe in their plans to consider it "out of their league". However, the study indicates that at least some of these non-Europe planners are spending at the same level elsewhere, and that they are, at least in part, trying to motivate the same kinds of people as the incentive planners with European programs.

- Thus proportions of those who do not now go or consider going to Europe could logically be seen as prospects.

- In fact a substantial minority among those in the study who had not been to Europe show an interest in going; this is particularly high among those whose companies have had programs to other places "abroad".

For this interest to be converted to action requires the right message to change perceptions and the right product to suit their special needs.

Detailed Findings

1. Perceived Strengths of Europe as Incentive Travel Destination

A. Cost Perceptions

Suppliers and Users with current or past experience with Europe perceive Europe as giving good value, primarily because of the favorable exchange rate.

- However, only a tenth of those who have never had programs to Europe express awareness of this value, based on favorable exchange rates.
- Suppliers are much more aware of the current exchange benefits, and Users with current programs to Europe are more aware than past program Users.

B. Cultural/Historical Attractions

About a third of Suppliers and Users with some experience with Europe credit it with Cultural/Historical/Sightseeing attractions.

- This is a little lower (about a fifth) among Users with no European experience.

C. Popular/Promotable

A quarter to a third of Suppliers and Users with European experience spontaneously characterize it as "Popular" or "Promotable".

- Only a tenth of Users with no European experience so characterize Europe as an incentive destination.
- On the other hand the Users without European experience are more likely to see Europe as "Attractive to the first-timer."

Perceived Strengths of Europe for Incentive Travel

	<u>Suppliers</u>	<u>Users - European Programs</u>		
		<u>Current</u>	<u>Past</u>	<u>Never</u>
<u>Value/Costs Good</u>	<u>52%</u>	<u>40%</u>	<u>29%</u>	<u>14%</u>
Exchange Rate	50	34	22	11
<u>Attractions</u>	<u>33</u>	<u>31</u>	<u>29</u>	<u>20</u>
Culture/History	23	24	19	18
Sightsee/Scenery	10	10	11	5
Nite life/Shop	11	8	4	-
Unique/Different	25	24	19	34
Exciting/Glamorous	11	11	5	13
	} ³⁶	} ³⁵	} ²⁴	} ³⁷
<u>Popular/Promotable</u>	28	33	24	11
Attractive to First Timer	12	10	17	28

2. Negatives in Image of Europe for Incentive Travel

a. Perceived "Drawbacks"

Asked what they perceived as the most salient drawbacks to incentive travel programs to Europe, both suppliers and users were most apt to mention "costs" (most often air fares) and "inconvenience" (distance and time involved).

- Interestingly enough, the suppliers and those users with current experience are more likely to mention "inconvenience" factors than costs;
- Users who have only been to Europe in the past, or who never have been are more likely to stress costs than inconvenience.

Perceived Drawbacks to Europe for Incentive Travel

	<u>Suppliers</u>	<u>Users - European Programs</u>		
		<u>Current</u>	<u>Past</u>	<u>Never</u>
<u>Costs</u>	<u>42%</u>	<u>34%</u>	<u>49%</u>	<u>55%</u>
Airfare	20	16	32	29
Costs (Unspec.)	12	11	7	20
Hotel	4	4	12	9
Low tax deduct.	5	3	5	5
Exchange rate	5	3	5	5
<u>Inconvenience</u>	<u>52</u>	<u>48</u>	<u>41</u>	<u>39</u>
Travel time/distance	25	28	25	21
Language	22	20	10	13
Diff. plan/organize	7	5	5	4
People been, want to go elsewhere	11	6	2	-
Too foreign/unfriendly	2	4	7	6

b. Reasons for Not Including Europe in Current Incentive Travel

Probed specifically on why they do not or have not included Europe in their travel incentive programs both those who have been in the past, and those who have never had programs to Europe, primarily cite cost.

- However, while those who have had programs to Europe talk in general terms of "expensive", those who have not been talk in terms of their budget being "too small" (primarily those who have never been abroad); or of "air fares" (primarily those who have been abroad but not to Europe).
- Those who have had programs to Europe (but not currently) cite a perceived "need for a change" (often that they may still have Europe programs but "not every year").
- Finally there are mentions of staff preferences for other places (e.g. the U.S., Hawaii, "warm places" etc.

Reasons for Not Including Europe
In Current Incentive Travel Program

	<u>Previously</u>	<u>Never to Europe:</u>	
	<u>Not Now in Europe</u>	<u>Abroad</u>	<u>Not Abroad</u>
<u>Perceived Expensive</u>	<u>57%</u>	<u>63%</u>	<u>52%</u>
Expense Unspecified	43	-	-
Budget Too Small	-	18	43
Air Fare	9	11	7
Ground Costs	6	11	2
<u>Staff Preference</u>	<u>17</u>	<u>5</u>	<u>17</u>
(Prefer U.S., Hawaii, "Warmer Places" etc.)			
Stay away too long	-	18	5
Just began program	-	18	14
<u>Need Change</u>	<u>23</u>	-	-
Eur. but not every year	20	-	-
Business no longer in Eur	9	-	-

3. Perception of Types of Companies "Suitable for Europe Programs"
and Comparison of Europe Users and Non-Users

a. View of "Suitable" Companies for Europe Incentive

Probed on the kinds of companies they thought suited to Europe programs the Users who had not had any programs to Europe and would "probably not" have them in the future stressed criteria that centered around size and affluence, companies with "big enough budget", "large/major companies"; those with "high ticket products".

- They also spoke of those who "needed sales incentives" or dealt with "distributors" as being suitable for European programs.

Perception of Kind of Company That Would
Have Travel Incentive to Europe
(among those who have never had and probably won't)

High Ticket Products	26%
Big Enough Budget	24%
Need Sales Incentives	20%
Large/Major Companies	10%
Distributors	6%
Stock	4%
Insurance	2%
Automotive	2%
Can Write-Off	2%

b. Comparison of Users with and without Europe Programs

(1) Trip Costs

As might be expected those Users with current European incentive travel programs do have higher reported trip costs than those who do not.

- However, a considerable minority of trip costs reported by those without current European programs are in the upper cost brackets.

Average Reported Per Person Costs
Of Incentive Travel Trips

By Programs to Europe

<u>Per Person Trip Cost</u>	<u>Current</u>	<u>Previous</u>	<u>Never</u>
Up to \$1500	58%	72%	76%
Over \$1500	42%	28%	24%

(2) For Whom Incentive Trip Programs are Used

About eight in ten incentive travel program Users report having such programs for sales-people regardless of where their programs go. Use of travel programs for dealers does differ sharply by destination, with dealer use highest among those currently going to Europe, somewhat less among those who formerly went abroad, and least among those who have gone abroad.

- Nevertheless, there are a quarter of the Users who have never gone abroad who have programs for dealers.

For Whom Travel Incentive Programs are Used
By Where Program Goes

	<u>Europe</u>	<u>Other Abroad</u>	<u>Not Abroad</u>
<u>Dealers</u>	54%	42%	24%
<u>Salespeople</u>	78%	81%	78%
<u>Others</u>	6%	11%	11%

Use of Outside Aid in Incentive Travel

<u>Used:</u>	<u>Ever Europe</u>	<u>Never Europe</u>
<u>Incentive Co.'s</u>	44%	19%
<u>Travel Agents</u>	56%	62%
<u>Only In-House</u>	-	19%

(3) Type of Help Used in Setting-Up Programs

One area in which a sharp difference does show up between those Users who have had incentive programs to Europe and those who have not is the help they utilize in setting-up their incentive travel programs.

- Among those who have had Europe programs the reported use of "incentive houses" is more than twice as high as that among companies who have never been to Europe.

4. Criteria for Site Selection and Perception of Europe

a. Criteria for Destination/Site Selection

Among those criteria receiving the highest proportions of "Very Important" ratings were very practical items such as: hotel rooms, food, transportation, prices, attractive to spouses, local suppliers, information and unique destination.

Middle-ranging criteria were items that might be termed more "auxiliary" - such as: friendly locals, prestigious, recreation, entertainment, shopping and helpful tourist offices.

At the very bottom of the "importance" list were such items as "recognition by local officials", "not too foreign", "chance to meet local counterparts" and (perhaps because the need for formal meetings in incentive trips is much less than in conventions or conferences) "good technical facilities".

b. Ratings of Europe on Criteria for Site Selection

Overall, large majorities of both Users and Suppliers see Europe as "Satisfactory" on the two dozen criteria selected for site evaluation.

- Among Suppliers and those Users who have had some experience with a European program the average proportion who rate Europe as "Unsatisfactory" or who "Don't Know" is only 12%.
- Among Users with no European experience this combination of "Not Satisfactory/Don't Know" averages higher, but is still a minority - 25%.
- Highest proportions of negative ratings among both groups are: "Stable Prices", "Sports/Recreational Facilities", "Technical Facilities" and "Chance to Meet Local Counterparts", and "Good Weather in Our Slow Season".
- Even in these highest "Not Satisfactory/Don't Know" categories proportions only go up to about a quarter among those with Europe experience and a third among those without.

b. Ratings on Criteria (cont.)

The follow-up chart notes those instances in which as many as 20% have rated Europe as "Unsatisfactory or Don't Know".

It is interesting to note that this occurs in only five instances among those with Europe experience vs. about three times as often among those without Europe experience, and that in only two instances do both groups give as much as 20% of the negative/dubious ratings to items that are in the top-rated rankings on importance (i.e. "Stable Prices" and "Good Weather in Our Slow Season").

Criteria for Incentive Travel Destinations

	AVG % "Very Important"	20% Europe "Not Satisfac./Not Sure"	
		Sup/Eur	Not Eur
1. Suitable hotel rooms	90		X
2. Good food/restrts.	86		
3. Conven. transportation	85		X
4. Stable prices	74	X	X
5. Attractive to spouses	74		
6. Reliable local suppl'rs.	67 ^S		X
7. Good weather slow season	64 ^U	X	X
8. Ample information	61		X
9. Unique destination	56		
10. Friendly local people	54		X
11. Prestigious location	51		
12. Sports/recreat. facils.	43	X	X
13. Far from daily pressure	43		X
14. Entertain./night life	42		X
15. Helpful tourist office	39 ^S		X
16. Adeq. meeting rooms	38		X
17. Good shopping	38		X
18. Promot. material avail.	35 ^S		
19. Historic/cult. attracts.	26 ^S		
20. Uncrowded our slow season	23		X
21. Good technical facilities	25	X	X
22. Chance meet local c'ntrp't	18	X	X
23. Not too foreign/strange	16		X
24. Recog. by local officials	12		X

*Average of supplier and user ratings. "S" supplier more important; "U" user more important.

5. Perceptions of Specific European Countries

Given their general perceptions of Europe's strengths and weaknesses as an incentive travel destination, and their generally favorable rating of Europe as a whole on a variety of site criteria, we find that these incentive executives do distinguish in their perceptions of individual European countries as sites.

- Examining the reasons given for selecting each of half a dozen countries as "best" for incentive travel we find that one ("A") is chosen for "easy travel" and "history/culture"; a second ("B") for "scenery", being "friendly" and "promotable" and having "good hotels"; a third ("C") has "history " but also "good food", "good weather" and "varied activities" etc.

Reasons*for Perceiving Various European Countries
As "Best" for Incentive Travel

<u>Reasons:</u>	<u>Countries:</u>					
	<u>"A"</u>	<u>"B"</u>	<u>"C"</u>	<u>"D"</u>	<u>"E"</u>	<u>"F"</u>
Good Cost/Value						55%
History/Culture	30%		47%	48%	29%	
Scenery/Sight-Seeing		57%		30%		30%
Varied Activities			27%			
Good Food			40%		29%	25%
Easy Travel	66%					
Friendly		29%		33%		35%
Good Hotels		24%	23%			
Good Weather			33%			
Promotable/Unique		22%			21%	

*Proportion of those choosing country "Best" who give reason.

6. Likelihood of Future European Incentive Programs

We have seen that a considerable proportion of those who have had programs to Europe said that they were not eliminating Europe but simply "rotating" it with other destinations. What of those who have never been to Europe; how likely are they to have a Europe program in the future ?

- The possibility of having a future Europe program appears to vary dramatically by whether the organization has had programs anywhere else abroad or not -

- . among those who have been abroad, but not to Europe, 7 in 10 say that they might indeed go to Europe in the future;
- . among those who have not been abroad anywhere the proportion who might go to Europe drops dramatically ; still a third of these "domestic" program people foresee the possibility of going to Europe in the future.

Possibility of Europe in Future
Among Those Never to Europe

	<u>Been Abroad</u> <u>Elsewhere</u>	<u>Never Been</u> <u>Abroad</u>
<u>Possibility Europe Program:</u>		
<u>Might Have</u>	69%	32%
<u>Might or Might Not</u>	19%	27%
<u>Won't Have</u>	11%	41%

7. The Kinds of Information Wanted for Country Site Selection

To activate these hypothetical plans for incentive travel to Europe these Suppliers and Users need information.

- Most often they ask for hotel information, the availability and prices of rooms.
- Next most often they want transportation information, flight and fare information, but also ground transportation information.
- They would also like to know about: sight-seeing and tours, restaurants, entertainment, climate and shopping; and they would like promotional materials and (for the suppliers mainly) on-site inspections.

Types of Information Wanted for Incentive Travel
Country Site Selection

	<u>Suppliers</u>	<u>Users</u>
<u>Hotels</u>	<u>74%</u>	<u>70%</u>
Hotel information/availability	62	57
Hotel prices/costs	18	24
Availability of meeting rooms	3	5
<u>Transportation</u>	<u>51</u>	<u>50</u>
Availability of air service	15	11
Air fares	14	25
Transportation (unspec.)	10	11
Ground transportation/rates	7	6
Sightseeing/Tours	21	28
Food/dining	18	22
Recreation/entertainment	19	21
Climate	10	10
Promotional materials	9	12
Shopping	5	2
On-site inspection	10	2

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